

**APPENDIX 1: COVER**

**THE DETERMINANT FACTOR OF TAKAFUL  
SELECTION AMONG COMMUNITY IN KELANTAN**

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**MALAYSIA**

**DEGREE OF BUSINESS ADMINISTRATION ( ISLAMIC BANKING AND  
FINANCE) WITH HONORS**

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# The Determinant Factor of Takaful Selection Among Community In Kelantan

by

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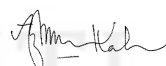
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## ABSTRAK

Kajian ini dilakukan adalah untuk pemilihan pelanggan terhadap kesedaran mengenai Takaful dikalangan masyarakat di Kelantan, menentukan pemilihan pelanggan terhadap pengetahuan mengenai Takaful dikalangan masyarakat di Kelantan dan menentukan pemilihan pelanggan terhadap keperluan mengenai Takaful dikalangan masyarakat di Kelantan. Kajian ini telah mengumpul data daripada 255 responden daripada soal selidik melalui laman sesawang 'google form'. Sewaktu pengumpulan data, pengkaji telah menggunakan kaedah persampelan kebarangkalian untuk menentukan populasi dalam kajian ini. Hasil dapatan dalam kajian ini telah menunjukkan masyarakat di Kelantan mempunyai kesedaran, pengetahuan dan keperluan dalam pemilihan Takaful. Terdapat batasan dalam kajian ini iaitu pengkaji hanya mengkaji masyarakat di Kelantan sahaja. Namun begitu, kajian ini dapat dijadikan sebagai rujukan untuk syarikat Takaful dimana dapat memberikan kebaikan kepada pengkaji di masa hadapan dan masyarakat terutama pelanggan yang beragama islam.

**Kata Kunci:** Kesedaran, Pengetahuan, Keperluan, Takaful, Pelanggan Islam, Menentukan, Pemilihan

## ABSTRACT

The purpose of this research is to determine customer selection towards awareness of Takaful among community in Kelantan. To determined customer selection towards knowledge of Takaful among community in Kelantan and to determine customer selection towards needs of Takaful among community in Kelantan. This study collected data from 255 respondent from questionnaire through google form. In data collection, the researcher's uses probability sampling method to determine the population in this study. The finding from this research shown that community in Kelantan have awareness, knowledge and needs in choosing Takaful. The limitation of this study is because of the population only in Kelantan. This study gives valuable reference to Takaful companies which could give a benefit to future researcher and the society especially Muslim customer.

Keyword(s): Awareness, Knowledges, Needs, Kelantan, Takaful, Muslims, determined, selection.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

The background of the study establishes the context of the research. The background of study includes a review of the world being researched, current info encompassing the issue, previous studies on the issue, and relevant history on the issue. The main of article analysis for our cluster is “The Determinant Factor of Takaful Selection Among Community in Kelantan.”

Takaful may be a substitute for standard insurance, that manifests itself with in the kind of shared help (ta’awun) in promoting ethical virtue by supporting those in desires or in difficulties (Amin, 2012). The idea of Takaful is incredibly widespread and comprehensive. The initial idea is to safeguard the individuals explicitly, once there are in the want of assistance or in an exceedingly difficulty. The principle of living in a community states that once one person is in a drawback or in a state of vulnerability, the remainder of the people can facilitate that one that is suffering the loss. In other words, it conveys the idea that each individual is concerned about the well-being of others. The prophet SAW exactly explains with in the Book that people in general ought to help one another once they are at risk or in want of help. And there are several passages in the Quran that exhort people to help one another, such as Surah Al-Maidah (5): 3.

However, Takaful could be a cooperative insurance wherever members are those that face constant risk or threat of acquisition losses and who volitionally contribute a definite add of cash which is able to be accustomed compensate those members of the cluster who incur such losses. (Syazrin Syimee Sharifuddin, 2016). As within the case of ancient Arab social

group custom, each member of the tribe faces the same danger of being inflicted hurt by another tribe that is at war with them. Takaful isn't solely concern to shield individual or own life, it's supported the conception of protection and giving facilitate for the complete society, particularly to those that are plagued by monetary problems. It is one of the suggestions for giving a cloth protection for kids and is in keeping with the old chestnut of the Holy Prophet SAW. He has stated that it is better for us to leave our children prosperous than to leave them destitute and relying on others for assistance. As he stated in one of his traditions, the Holy Prophet SAW was also inspired to provide protection for widows and needy people. "The one who takes care of and works for a widow and a poor person is like a human battling for the cause of Allah SWT, or like a person who fasts throughout the day and prays throughout the night," he stated. With the introduction of Takaful, Muslims now have an alternative to regular insurance. As a result of the components of gharar (extreme uncertainty), riba (interest), and maysir, traditional insurance violates the jurisprudence (gambling). As a result, the use of the Takaful system has eliminated such characteristics and provided transparency as well as a true contract.

Nowadays, the Takaful is becoming a popular phrase in the insurance industry all over the world. It has been recognised as an alternative to traditional insurance and is available in both Muslim and non-Muslim nations. Takaful products are also known as Islamic insurance, Halal insurance, moral insurance, Islamic mutual insurance, cooperative insurance, and community insurance (Salman S. A., 2014). When viewed in the context of all insurance organisations, the bulk of Takaful firms are corporate entities that provide identical goods. As a result, they must compete with well-established insurance firms and must be profit-oriented businesses while operating within the Shariah framework. In other words, Takaful operators are motivated by two goals, profit and Shariah compliance. In fact, it is difficult to achieve all of our goals. There is an inclination that Takaful operators may have



interaction within the prohibited parts so as to maximise profit (Nordin, Muwazir & Madun, 2009). However, there will be significant hurdles ahead for the Takaful industry as it expands across the country and worldwide. The longer term centered on those challenges would facilitate for the most effective performance of Islamic insurance (Safder Jaffer, Farzana Ismail, Jabran Noor & Lindsay Unwin, 2010).

Takaful in Malaysia is comparatively young compared to different monetary business sectors however its growth is rapid. As associate industry, Malaysia has additional expertise in developing Takaful. one amongst the benefits that produces the Takaful industry in Malaysia grow speedily is that the involvement of Bank Negara Malaysia that is the financial institution of Malaysia to produce a separate restrictive body, which is completely liable for the regulation and watching of the Takaful industry. Its exceptional growth has reached 30% growth over the past few years (Khairuddin Abd Rashid, Azila Ahmad Sharkawi, Sharina Farihah Hasan, 2016).

## **1.2 Statement of Problem**

In Malaysia, there are two forms of insurance: conventional insurance and Takaful. Takaful, as we all know, is based on Shariah compliance (Naail Mohammed Kamila, Norsham Binti Mat Norb, 2017). Conventional insurance is banned by Shariah for various reasons, including uncertainty (gharar), interest (riba), and gambling (maysir). Uncertainty develops when a shareholder is required to pay for a loss but does not get any compensation. If the firm suffers a loss, shareholders will be compensated in a variety of ways. The second reason is gambling (maysir), and the third factor is riba, in which insurance money are invested in interest rather than goods (Salman S.A., 2014).



Islamic Legal Maxim has stated that efforts should be made to remove damage that has happened. (Berhad Saiti, 2016). Takaful insurance is founded on the notion of mutual help in order to collect Takaful funds. The fund is from mutual donation (tabarru') and about charitable contract (tabarru'). Islamic and conventional insurance are two distinct contracts, according to Hamid et al. (2011). Takaful is based on the concept on three Principles. The three principals were mutual responsibility, co-operation with each other and protecting one another from difficulties. Based on the information above, Takaful becomes a preference towards Muslim because it is followed shariah compliance and also have more advantages than conventional insurance. However, there is a gap that appear where are people prefer Takaful because of the awareness, knowledge, or the needs. These factors are determining the Takaful preference among people.

In Malaysia, Takaful business has started in but the percentage of Malaysians buying Takaful products is lower than conventional insurance (Naaail Mohammed Kamila, Norsham Binti Mat Norb, 2017). Many Takaful Product advertisements have been done, yet Takaful is still growing slowly as compared to traditional insurance. As a result, Takaful should investigate the elements that impact Malaysians' choice of Takaful goods. They must understand the motivations that drive Malaysian customers to purchase Takaful items. In other words, what variables impact Malaysians' decision to purchase Takaful products. This is the problem when Malaysian have a lack awareness in insurance and will make a wrong decision. This factor is important especially to Muslims because Muslims must follow the shariah compliance.

According to Ayinde (2012), Malaysians prefer to use Islamic insurance services for a variety of reasons. According to a research conducted by Swartz and Coetzer (2010), non-Muslim groups are also interested in Takaful products. Nonetheless, this curiosity is inadequate to promote Takaful knowledge and hence improve Takaful growth. According to

several analysts, one of the most significant impediments to the development and expansion of the national and worldwide Takaful sector is a lack of information. This will cause several Muslim will choose conventional insurance and non-Muslim doesn't get enough information about Takaful insurance. Therefore, Muslim should be aware with the knowledge of the insurance because we need to follow shariah compliance and avoid forbidden elements. Additionally, non-Muslim will get more knowledge about both insurances, and they can choose wisely (Nordin Muwazir & Madun, 2009)

According to Fazak et al. (2013), the elements that impact Malaysians' choice of Takaful include product quality and benefit. This factor is a need that influences Malaysians to choose insurance products. The lack of also need a problem because people tend to prefer a good service quality and product. We identified this problem when people are choosing Takaful insurance. This study aimed to examine the determinants factor of Takaful preference among community in Kelantan by quantitative method. This method will help to identify the most potential factor that are determine the factor.

### **1.3 Research Questions**

Majority of research and study begin with a research issue. Unfortunately, it can be difficult for researchers to translate what they consider to be real, important topics into sound test queries (Doody & Bailey, 2016). A research question is a fundamental question that the study is attempting to address. It's at the heart of systematic inquiry and helps define a study course consistently. The formulation of a research problem is usually the initial stage in any research endeavor. It is, in essence, the fundamental point of research questioning and sets the tone for the rest of the project. In most situations, a study problem concentrates on the research, defines the framework and theory, and guides all stages of inquiry, evaluation, and

reporting. Research questions are often based on research, as their name suggests. Researchers will be able to collect important evidence about their investigation if they ask the right analysis questions. Researchers typically write a single research question to direct their reading and thought in a research paper or essay. Their thesis argument, or key assertion or position that their paper would argue for, is the response they come up with (Shona McCombes, 2016).

We come up with several study questions that will help us in the investigation. The below are the study questions:

- i. Does the customer awareness determine the selection of Takaful among community in Kelantan?
- ii. Does the knowledge determine the selection of Takaful among community in Kelantan?
- iii. Do the needs determine the selection of Takaful among communities in Kelantan?

#### **1.4 Research Objectives**

In general, analysis objectives outline what companion articles are supposed to accomplish. Analysis objectives are sometimes articulated in ordinary words and are aimed at the researcher to the greatest extent possible. Analysis objectives could also be connected with a hypothesis or used as an announcement of purpose in an exceedingly study that doesn't have a hypothesis. The research objectives may be developed by our research question, important of study, limitation of study, and statement of problem. an announcement of research objectives will serve to guide the activities of research and research question.

The following are the study's objectives:

- I. To determine customer selections towards awareness of Takaful among community in Kelantan.
- II. To determine customer selections toward knowledge of Takaful among community in Kelantan.
- III. To determine customer selections towards needs of Takaful among community in Kelantan.

The researchers were interested in the factors that impact Takaful choices against standard insurance among Kelantan residents aged 20-45 who are thought to have their own personal income. This research can help to explain why a group of Kelantans choose Takaful over traditional insurance. The chance sharing, proportion, and freedom from the weather of riba, gharar, and maysir are the criteria cited that affected Takaful decisions as compared to traditional insurances. Not solely that, the results of the literature review are used as a basis for the researchers to create upon to accomplish their thesis goals.

These objectives would possibly prompt analyzers to formulate hypotheses that may be tested in associate degree other piece of research. goodbye because the aim of the research, which is exploratory, it'll be give an adequate guide to our research of articles.

### **1.5 Significant of Study**

Given that today's society and economy rely heavily on Takaful the outcomes of this investigation will be beneficial to society. Takaful has made major contributions to Malaysia's Islamic financial market, with deposits, consumption, and profits being the three most important measures of economic development. The Takaful industry contributes to Malaysia's economic growth and development by encouraging good savings, asset allocation

(investments) and increase national income. According to the Bank Negara Malaysia (BNM) finance sector blueprint (2011-2020), the insurance industry's market share was 14.8 percent in 2017, increasing to 15.2 percent in 2018. Given the initial target of 25%, this slight improvement represents the uninspiring success of the Takaful industry in Malaysia.

The goal of this study is to look at the selection factor of Takaful among community in Kelantan. We are attempting to assess their understanding of Takaful coverage options. We examine their views of the known selection determinants in order to acquire a better understanding of the major elements that impact their decisions. As a result, the primary goal of this research is to look at the numerous components of Takaful that might contribute to economic development. In other words, knowing Kelantan communities' Takaful knowledge and other aspects that persuade buyers to buy Takaful. Indirectly, this research can assist Takaful operators in improving the quality of their products and services in order to attract more customers.

### **1.6 Limitation of Study**

There are some constraints that limit us from completing this study. First of all, this study only focused on community in Kelantan, so it really limits us because we are all in our respective hometown. Next, we are facing with budget constraints as all the group members are students and have limited money spending. Furthermore, we are facing limited time constraints to complete this study. It is because none of the group members have the same schedule as each other. Finally, because we are unable to cross the states to Kelantan during Covid-19, we will only be able to approach our respondents through a quantitative research design method.

### **1.7 Contribution of Study**

This study will contribute to several party such as knowledge, national development, and society. This study will add more information about insurance especially Takaful. It can be use as reference for other research study about insurance. It also can be an information that can be shared through social media nowadays to increase the awareness and knowledge.

These source also will help the national development. The industry can make a new strategy where they can use those factors to attract customers to buy insurance that helpful and suitable with the people. This industry may produce new policies to the society and may attract non-Muslim to buy Takaful insurance.

The society especially Muslim will be more aware about the insurance. They will choose the insurance based on shariah compliance, knowledge and awareness rather than the benefit that insurance give that encourage riba' or using forbidden product. Non-Muslim also will be exposed to the benefit in Takaful insurance that may attract them to choose the insurance. This study also can be used for youngster to gain more knowledge for future preparation, and they can know the importance of factor that influence the choice of insurance. Therefore, this study will be useful and very helpful to the knowledge, development, and society.

## **1.8 Definitions of Terms**

### **1.8.1 Selections**

Selections are subjective tastes; every people have a different taste about their choice. Selection can be measured by utility on the several bundles of goods. They enable the consumer to rate these bundles of commodities based on the utility they give. According to this study, (Wang, Dou & Zhou, 2008) argue that it is important



that advertising and information packaging for Takaful should be done in a manner that enhances customer selection and needs.

### **1.8.2 Takaful**

The term "Takaful" derives from an Arabic expression that means "joint assurance and cooperative effort." Takaful is an Islamic insurance product in which risks are jointly and freely borne by a group of contributors (Mahmood, 2008). According to Obaidullah (2005), Takaful is an agreement and understanding between groups of individuals with shared interests that attempts to protect and guarantee each other from certain sufferings and calamities such as property destruction. According to Naail Mohammed Kamil and Norsham Binti Mat Nor (2014), Takaful is unique from traditional insurance, which is prohibited by Shariah owing to aspects of uncertainty (gharar), interest (riba), and gambling (maysir).

### **1.8.3 Awareness**

There are two major definitions of consciousness that are compared. One objective definition, which has been utilised in recent masked-prime research, associates' awareness with the capacity to make forced-choice judgments that surpass a random level of performance. The second definition, provided by Henley (1984), is subjective and essentially equates awareness with self-reports suggesting that an observer "consciously sees" a stimulus. To distinguish between the subjective states of "seeing" and "not seeing" a stimulus, it is determined that a more objective measure of awareness is necessary. According to Ali Yassin Sheikh Ali (2016), a lack of knowledge and awareness of Takaful products contributed to the study's low demand for Takaful services.

#### **1.8.4 Knowledge**

Knowledge is the end result of one of the most specific human processes. That is, knowing and knowledge have been studied by humans from the dawn of time (Bolisani, E., and Bratianu, C.) (2018). According to the study's conclusions, in terms of insurance product subscriptions, most people do not subscribe to any insurance due to the stigma of conventional insurance as well as a lack of knowledge about Takaful products and services (Faisal Nazir Hussain, Azman Bin Mohd. Noor, 2018).

#### **1.8.5 Needs**

Needs are defined as the measurable difference between a current situation and a desired situation, as asserted by either a "owner" of need or a "authority" on need. In the first case, need is referred to as a motivational need; in the second case, need is referred to as a prescriptive need (Paulette T. Beatty, 2010). According to this study, the persistent needs of modern consumers revolve around the need for security, in other words, security for life and property (Abdul-Hamid et al., 2009).

### **1.9 Summary**

There are five main subtopics in this topic which are background, problem statement, research question, objective, and hypothesis. In general, in this chapter discussed about the determinant factor of Takaful selections among community in Kelantan. The selections of Takaful among community in Kelantan is still cause of concern and from this issue, we are observing the factors that influence the issue. The factors influence in this study is customer awareness, knowledge and needs. As a result, this study was conducted to relationship between those three factors towards the Takaful selections among community in Kelantan.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

A literature review provides a summary of the material that was utilised to search for a specific topic and to show how our research fits into a wider field of study (Sage, 2014). In this chapter, we will focus on literature review of the determinant factor of Takaful preferences among community in Kelantan. This study will review on dependent variable which is Takaful preferences of community in Kelantan and independent variables which is awareness, knowledge and needs.

#### 2.1 Selection

Selection is defined as the subjective (individual) appetite, as measured by utility, of various groups of goods. They allow consumers to define this group of goods according to the level of utility they provide to consumers (Deepa Guleria, 2015). Individual consumers have a group of choices and values determined by factors other than economics. They are certainly influenced by culture, education, and personal preferences, among others. In this approach, these values are measured in terms of the actual opportunity cost to the customer who purchased and used the item. If a person buys a particular item, the opportunity cost of that purchase is the item that the buyer is likely to spend. Based on previous studies, three variables have been identified as influencing factors. Takaful products and services, public religious compliance, and Takaful advertisements are three independent factors, whereas public preference for Takaful is a dependent variable. Takaful studies were chosen because of the current demand for Islamic products and services (Abdulah & Yusniza, 2015). Wang,

Dou & Zhou, (2008) argue that it is important that advertising and packaging of information for Takaful should be done in a way that enhances customer preferences and needs.

Customers' preferences in choosing Takaful include Shariah compliant Takaful products and government assistance. This is in line with the findings of Chua (2018), who says that the characteristics of shariah-compliant insurance include the sincerity of both parties and that the policy is beneficial to them, especially in the hereafter, and that it is valid in its objectives and operations. Furthermore, the customer or other customers prefer that the contribution (tabarru ') be invested in interest -free capitalization by the Takaful agent and the profit is distributed depending on the individual contribution. Depending on the Takaful, contributions are generated through a system of partnership or merger in accordance with Shariah, and they are generated based on love, awareness of the concept of tabarru ', and abstinence from gharar, maysir, and riba. (Faisal Nazir Hussain & Azman Bin Mohd. Noor, 2018)

There are several motivational factors that influence the choice of Takaful. According to Gopy and Ramayah (2017), Muslim customers who use Takaful will do so for a variety of legitimate reasons. These factors must be studied to fully understand the motives that motivate Muslim customers to choose Takaful. Similarly, the lack of risk borne or disseminated among contributors is a driving factor influencing Takaful choices. This is in line with the findings (Billah, 2015), which state that Shariah -compliant insurance is based on shared responsibility, shared participation, and team spirit, and it is also designed to protect members from certain risks.

In the same way, the motivational factor influencing Takaful selection choices is that resources such as money donated because of donations are funded in a fraternal sense, which suggests that customers choose Takaful products because people contribute without

expectation of receiving compensation or benefits. This is in line with the findings (Billah, 2015), which claim that in the Takaful system, contributors agree to jointly insure and protect each other against certain losses or damages by collectively providing financial assistance to any member in difficulty, especially those who lost.

## **2.2 Takaful**

The term “Takaful” originates from Arabic expression that means "joint guarantee and shared collaboration" refers to Takaful in which risks are shared jointly and willingly by a group of participants (Faruk & Rahaman, 2015). According to (Salman, 2015), the Takaful is a derivative of the Arabic phrase "kafala," which meaning "assurance, care, or trust." Tabarru is an Arabic word that means "gift" or "contribution." In this situation, a person has agreed to contribute as a tabarru and has promised to fulfill his or her responsibility to help each other and assures each other that there will be fellow participants experiencing similar differences. Furthermore, Takaful is built on collaboration, which can unite the community altogether, in still a positive environment, and meet the needs of the community for the long-term successful implementation of insurance providers. As a result, injustice and unethical activities can be greatly reduced (Rusni Hassan, 2018)

The main purpose of Takaful under the Islamic system is to provide equity to all parties concerned, and the purpose of the contract is to provide support to the insurance company during difficult times. Profit generation is not the main goal, although sharing inadvertently earned income is not a problem (Syed Ahmed Salman, 2018) Takaful, according to Obaidullah (2015), is an agreement and understanding between a group of individuals who have a shared interest in protecting and promising each other against specific challenges and calamities such as property loss. Members of the Islamic Insurance policy

agree to mutually insure and protect each other from damages and losses by offering financial support to any participant who experiences damages. Under Islamic Shariah, the level of uncertainty (gharar) is lowered to an acceptable level by showing the participant's efforts as a contribution (tabarru') rather than a promise to alleviate the loss of any participant. Each participant in Takaful pays a contribution in the spirit of brotherhood to bear the losses of fellow members. Profits and losses are shared by everyone. As a result, Takaful operators are not affected by losses and damages. Further, in Takaful, the contributions received from the participants are put into interest-free capitalization by the Takaful operator, and the profits earned in the Takaful industry are returned to the participants depending on their respective efforts. (Yusuf et al., 2019).

The moral nature of these instruments is key in the Takaful model, but conventional insurance policies do not have this feature. The morality of Takaful encourages the mastery of Takaful as an Islamic tool to be explored comprehensively. Takaful, on the other hand, is not limited to Muslims. Takaful is in high demand all over the world. The ethical framework of Takaful is an extension of the ideals of fairness and mutual support. This will provide security to the less fortunate communities.

(Salman, 2014), operators can invest anywhere they like, regardless of Shariah. But insurance should be transformed into Takaful in order to be a successful tool that helps the company and its customers. Takaful is the only insurance product that is free of prohibited components and is the best alternative to the traditional insurance that has been put forward. (Rusni Hassan, Syed Ahmed Salman, Salina Kassim & Hafiz Majdi, 2018).

### 2.3 Awareness

In general, awareness means being knowing and conscious, as well as being attentive, educated, and vigilant. It is the ability to feel or be aware of an event. At this level of awareness, an observer can confirm sensory facts without necessarily assuming comprehension (K Abdul Gafoor, 2012). Based on Cambridge Dictionary (2020) awareness is a feeling that exist in a situation based on experience and knowledge. According to Kamarul, Raden and Masilah, (2015), there are three recommendations that have been study that help to increase public awareness which are media social campaigns, trained Takaful agents and government bodies. A study from Soulhi and Al Shammari (2015), 640 respondant from Kuwait which have different demographic have significant differences on the level of awareness.

Salman et al. (2017), had stated that that non-Muslim insurance shareholders are unaware of elements that involve uncertainty, gambling, and interest. This practice had influence majority if non-Muslim doesn't believe the elements are violating their religious teachings and should not be practice. According to Mokhtar et al. (2017), 246 responses were gathered from a different type of institutional in Malaysia in his study. The result stated that awareness of his respondent is high in Takaful and have a greater awareness towards conventional insurances.

A study conducted by Salleh (2017) towards 147 flood victims in Kelantan and Pahang. The main reason of the study about the impact of flood towards victims lives in terms of health and wealth. The result had shown that most of them have awareness of Takaful and knew the difference from conventional insurance. However, they do not sure whether they can depend on Takaful to decrease the losses. Md Hussain & Ab Rahman (2016), result of 384 respondents from their study shows the awareness and knowledge have impacts on Takaful participation. Further research has been made that word of mouth

influence the interest to participate in Takaful. Iqbal et al. (2016), has made a study about Takaful in Pakistan about awareness and preferences towards it. They figure out that mostly customer aware of Takaful.

The awareness of Takaful is implements by Islamic financial institution would be one of factor towards Takaful preferences. Based on this study is to know the awareness of Takaful influences the Takaful preferences for community among Kelantan. The marketing of Takaful by Islamic financial institutions will accumulate knowledge on Takaful among society where awareness arises.

## **2.4 Knowledge**

In normally, Takaful should be transformed in order for insurance to become an ideal tool that edges each the corporate and its consumers. Takaful is that the solely insurance product that's free from prohibited parts and is the best various that was introduced to traditional insurance. Takaful and standard insurance contracts are quite totally different as a result of the previous is predicated on risk sharing whereas the latter is based on the exchange of risk. in keeping with the Safitri (2019), Takaful demand are terribly impotant for economic growth, rate of inflation and dependency ratio. With this, Takaful are ready to promote commonness and brotherhood among the society as well as apply of mutual and cooperative idea within the community. Moreover, Takaful is predicated on mutual-cooperation which might bring the society together, inject the harmonised atmosphere, think about the requirements of society for the long-run success and property of the insurance operators. in keeping with the Ahmad Mokhtar (2017), the worth making perspectives of Takaful while adhering to Shariah law are investigated. a strong market presence Expanded product choices and cost-effective services are important predictors of Takaful demand.



Based on Al-Quran (Surah Al-Maidah, 5:2), Allah SWT has said: “And help each other in doing good and piety and do not help each other in committing sin and enmity”. Takaful is an effort of cooperation, protection and helping each other among members of the community who want protection in the face of possible disasters or calamities. Islam also encourages its people to be more sensitive in ensuring that their lives and property are secured and protected. Takaful is specifically operated by the Takaful Company as an operator through Takaful schemes and plans that are compiled in accordance with Shariah laws. According to the Sunnah of Prophet SAW, he has said: “Indeed, a believer is one who gives peace which is security and protection to the property and soul of the human body”. However, Islam always encourages its people to be prepared in the face of any possible disaster in life. Without initial preparation, humans are likely to face heavier risks. Risk is defined as the possibility of loss. Every individual needs to make preparations to face the possibility of such risks so that the effects can be minimized without having a significant negative influence on the individual and their loved ones.

According to the Rusni Hassan & Syed Salman (2021), Takaful emerged as a concept for protecting the care of persons from financial loss. It will be used as a risk management tool to mitigate the risks of everyday living and business operations. Not only that, but it will be important to society's global economic process as a mechanism for collecting monies inside the economy. Takaful assists organisations in reducing their financial load. Businesses should obtain Takaful to establish non-inheritable casualties as a result of staff mishaps on the job. Takaful is responsible for the safety and well-being of its employees. Takaful includes a variety of products such as Motor Takaful, Family Takaful, and so on. However, Takaful product innovation is slow, causing the Takaful business to lag behind the insurance industry, notably in selling and pricing. As a result, the purpose of this research is to investigate jurisprudence authority perspectives on the invention of Takaful items in Malaysia. The

jurisprudence advisers are chosen as interviews using a combination of convenient and purposive sampling procedures. The research information is gathered through interviews with eleven jurisprudence advisers. According to the outcomes of this study, jurisprudence advisers considered that a large number of potentials needed to be investigated. Innovating is one way to discover potential. Products, marketing, pricing, client services, and distribution channels are among the Takaful trade categories that need to be enhanced. Furthermore, a lack of Takaful understanding among clients causes a slew of issues. Nonetheless, jurisprudence advisers supplied numerous low-cost explanations to the current situation, implying that various Takaful industrial sections should be upgraded to become a cutting-edge business.

Jurisprudence advisers believed that a big number of potentials needed to be researched based on the findings of this investigation. One method to identify potential is to innovate. Products, marketing, pricing, client services, and distribution methods are just a few of the Takaful trade areas that may use some improvement. A lack of Takaful knowledge among clients also produces a host of problems. Nonetheless, legal counsel provided several low-cost justifications for the existing predicament, hinting that various Takaful industrial segments should be improved to become a cutting-edge corporation. Future research should focus on the differences and similarities between Shariah law rules of diverse faculties of mind in order to build globally approved Takaful models and products. It is furthermore necessary to create a framework or list that will be used to attest the Islamic law acceptability of any Takaful model or product. According to Ghazali and Foziah (2019), they planned a mathematical model of Takaful education. Future research should look at several new Takaful plans. Takaful should prioritise Muslim ideology and conformity of Takaful models, goods, and operations with Maqasid al-Shariah. Similarly, discourse perspective might include comparisons with standard insurance and Muslim vs non-Muslim clients, as well as



regional area studies. Future studies, it is further proposed, will investigate these study topics for specific products or at the corporate level.

Takaful agents not solely oblige to sell Takaful merchandise, however they're conjointly accountable to coach public touching on the target and importance of Takaful products. consistent with the Shukor (2020), Takaful agents are accountable for supporting their client's altogether things relating for diffusive data of Takaful products to Muslim and non-Muslim. Takaful agents should bear thorough preparation and be properly abreast of of the mandatory information, skills and techniques so as to properly execute their responsibilities. A descriptive statistics analysis and a correlational analysis were used to determine the level of knowledge among the agents as well as the elements that contributed to their comprehension. The findings revealed that Takaful agents were still dissatisfied with their level of comprehension. Furthermore, learning culture has emerged as the most significant factor in increasing agency comprehension. Overall, the findings of this study will encourage the Takaful industry to provide an efficient learning environment for their agents in order to boost their marketing efforts.

## 2.5 Needs

According to Cambridge Dictionary (2011), need is defined as the things people must have for a satisfactory life. Takaful comes from the Arabic term *Kafalah*, which literally means "joint pledge" or "guaranteeing each other's safety." The definition adheres to the community's compensation and mutual responsibility values (Institute of Islamic Banking and Insurance, 2021). Takaful is focused on mutual cooperation, accountability, security, security, and, in general, support between groups of participants. To put it another way, it is the sharing of resources to help people in need.

In other words, customer contributions for participation are pooled into a single fund called the Participant's Takaful Fund, which will be used to cover any contingency should any of the scheme's members suffer a catastrophic loss, whether it be on their property or their lives. In simply words, each scheme member effectively supports others by ensuring restitution from the Takaful Fund for damages suffered by other scheme participants (Takaful, 2016).

From the research conduct by Boundless Psychology (2016) a need, according to Maslow (1943), is a long-term disorder or feeling that needs relaxation or happiness, and it has a long-term effect on behavior. Some needs, such as hunger, may diminish as they are met, while others, such as excitement, may not. A fundamental concept underpins Maslow's theory. Humans have wants that are ranked from most important to least important. Nothing else matters if one's basic necessities aren't met. We are ruled by these wants until they are satisfied. When our basic wants are fulfilled, they cease to be motivators, allowing us to progress to higher-order needs Maslow organised human needs into a pyramid, beginning with physiological, safety, love and belonging, esteem, and self-actualization requirements and worked its way up to the highest level. According to Maslow, lower level wants must be fulfilled first before higher-level wants may be addressed.

Based on the previous study from University of Oslo, Norway, human interests are a word that is frequently used to describe the reasons that drive people's actions. Needs as instruments for attaining a certain goal and needs as social conditions for flourishing or living a happy life are two more interpretations of the phrase (Gasper, 2004). Both human activities may be regarded as motives coming from a drive to satisfy or realize wants. Needs as a social criterion relate to what individuals require to avoid genuine damage and participate in their culture, regardless of whether they are mobilized by them. In the final two explanations, wants are defined as criteria for reaching a certain end, such as completeness, pleasure, or

satisfaction. They see the components that contribute to achieving the objective of a decent living, such as jobs, income, health care, and social standing, as criteria or requirements for reaching the goal. According to Great Eastern Life Insurance (2021), insurance allows people to rely on the good things of life and it provides financial insurance for them and their families in the event of a disaster. When big financial pressures emerge, such as hospital expenses or medical payments, insurance tends to cover the costs, enabling them to achieve their goals. There are some of the reasons that people need insurance. If they become sick, have an accident, or become disabled, health care will help them cover their bills. Another one is if they were unable to work, income security protects their income by replacing it.

According to Mansor and Masduki (2015), Takaful is a sort of insurance based on the mutual assurance concept. In general, Muslim jurists feel that Takaful, as a halal concept of *tabarru*, is permissible under Islamic Shariah, as is contribution or gift. According to Billah (2007), both the Takaful operator and the participants help each other for financial stability. Such mutual collaboration between the two parties is clearly in compliance with Allah's command in the Quranic verses, "... and cooperate in righteousness and piety with one another, rather than in sin and rancor...". It can be derived from these Quranic verses (5:2) that the Takaful principle, which is founded on reciprocal cooperation, is lawful in Allah's eyes. As a result, a Takaful transaction must be free of prohibited components. like confusion, interest, and gambling to be lawful.

According to FWD Takaful (2019), Takaful promotes ideals of brotherhood, unity, and risk sharing. Takaful is based on Shariah values such as *Ta'awun* (mutual assistance) and *Tabarru'* (donation), in which the risks are spread and participants in Takaful have mutual security in the event of misfortune. Another feature that distinguishes Takaful as a leader in defending principles is that it is free of dishonest practices such as usury, confusion, and gaming components. In Takaful, the surplus is distributed to both the operators and the

participants, as opposed to conventional insurance, where the surplus is only recognized by the insurance agencies.

When it comes to insurance, there are many misunderstandings and myths (Munirah Bahri, 2020). Others feel that buying insurance is a waste of money, that it is not precisely what it appears to be, and that it is, at the end of the day, simply another expense. Both of those assertions, on the other hand, are untrue. In reality, people will come to regret not buying Takaful insurance for their family and themselves in the future. In 2019, according to Datuk Seri Mohamed Azmin Ali, Minister of Economic Affairs, despite a Muslim population of over 60%, the Malaysian population remains underserved, with just 15.2 percent of Malaysians getting Takaful coverage. Takaful, beyond all else, gives them peace of mind because it acts as if it were a safety net that only comes in useful when they really need it (Munirah Bahri, 2020). A positive understanding can be accomplished by assisting in the promotion by allowing existing participants to influence potential consumers' preferences for Takaful goods through word-of-mouth on how Takaful services may enrich one's own life (Mohamad,Zulkarnain and Aziz, 2017).

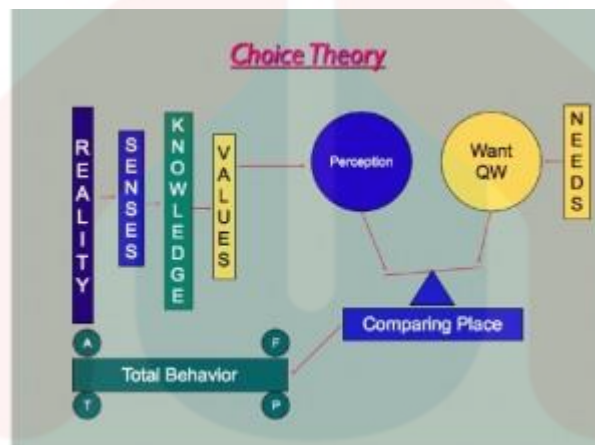
As the younger, more discerning customer groups rise, Takaful is increasingly becoming the insurance of choice (Loan Street, 2018). The premiums are not given in the name of benefits, but rather as a contribution that allows the individual to fulfill his or her mutual aid duty. When a Takaful fund runs into financial difficulties, to keep the fund afloat, the shareholders have taken out an interest-free loan. When the deficit is eliminated, the balance borrowed is deducted, bringing the situation back to normal. Many people, whether Muslim or not, are willing to pay a marginally higher premium than they will for conventional insurance if it ensures they can protect their own dignity (LoanStreet, 2018).

According to iMoney Editorial (2020), from 1997 to 2016, the cost of medical care in Malaysia increased at an unprecedented pace of more than 100%. With COVID-19 approaching, there might be some unanticipated threats to recognize. According to a survey undertaken by the Malaysian Ministry of Health (MOH), more than 80% of Malaysians had to pay for health services from their own money, while 35.8% used their savings. RM2,500 in medical costs is out of reach for less than six out of ten people. Malaysia's unemployment rate reached its peak level in 20 years in August 2020. What it takes is one unanticipated medical emergency to throw their finances into disarray. An insurance or Takaful plan with medical coverage will help people get the most out of their money and improve their health. It serves as a safety net as well as a financial cushion in the event of a medical emergency. In this situation, people need to buy Takaful as their protection to face any worse situation that they may face in the future since cases of Covid-19 in Malaysia increase to thousands per day according to Ministry of Health of Malaysia (2021).

## **2.6 Underpinning Theory– Theory of Choice**

Theory of Choice was discovered by Dr William Glasser (1925-2013), who is a well-known American psychiatrist, author and founder of Reality Therapy and Choice Theory Psychology. Dr. Glasser said in 1998 that choice theory explains that people choose everything they do, including the misery they feel for all practical purposes. Other people cannot make them unhappy or happy. They chose all their acts and emotions, as well as almost all of their feelings and much of their physiology, indirectly (Iffil, 2016). According to Mia Doring (2017) Glasser is a strong proponent of outside interference, claiming that no one else has the power to make someone do or believe something. Any action, according to Glasser, is a decision, even though they are not completely conscious of it. All behavior is a decision, and they are all accountable for their own decisions.

According to the hypothesis, all human conduct is motivated by the desire to fulfil five basic human needs: the need to be loved and welcomed, the desire to be strong, the desire to be alive, the desire to enjoy oneself, and the desire to survive (ABA Programs Guide Staff, 2020). According to Bob Sullo (2011) basic knowledge of the following 5 main concepts basic knowledge of Choice Theory is required, including basic requirements, the quality world, reality & perception, comparing places, and overall behavior. Figure 2.1 shows the illustration Theory of Choice.



Source: image by Bob Sullo

**Figure 2.1: Theory of Choice**

Based on Theory of Choice, people are encouraged to form partnerships that construct "quality environments" in order to foster interaction and communication with others (ABA Programs Guide Staff, 2020). In this study, this theory can determine factors that influence customers' preferences. Thus, Theory of Choice can be taken into consideration and measured on why community of Kelantan prefer Takaful. As a result, this theory is

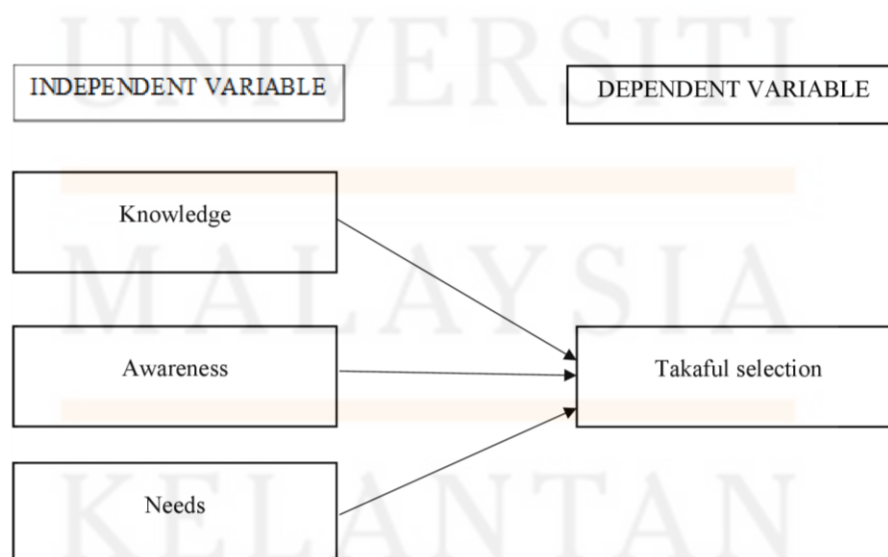


appropriate for assisting this study in determining factors of Takaful preferences among community in Kelantan.

## 2.7 Conceptual Framework

The conceptual framework was the theory's operationalization. It was the researcher's own point of view on the subject, and it served as the study's guide (Allison,2018). It could be a reinterpretation of a model used in a previous study with modifications to suit the inquiry. According to Itamar Simonson (2015), a conceptual framework enables a researcher to explain the links between the numerous constructs that they wish to explore while also suggesting the study's direction.

The independent factors of the study include knowledge, awareness, and needs, whereas the dependent variable is Takaful selection. The purpose of this research is to investigate the relationship between community knowledge, awareness, and needs towards Takaful selection in Kelantan. The independent variable will have an effect on the dependent variable.



**Figure 2.2: Conceptual Framework**

## **2.8 Summary**

To concluded, in this chapter has discussed on the literature review on the study and it based on the study of preference by community in Kelantan on Takaful. From this chapter all the related literature has been discuss and been review regarding the research that is Takaful preferences, awareness, knowledge and needs of Takaful. The researcher also detailed the factors in this investigation by offering dimensions, elements, and definition on the determinant factor of Takaful preferences among community in Kelantan.

## **CHAPTER 3**

### **RESEARCH METHODS**

## **3.0 Introduction**

A research methodology, according to Sileyew (2019), is the process that analysts must take in order to conduct their research. It demonstrates the path taken by these researchers to formulate their disadvantages and objectives, as well as how their findings supported the data gathered throughout the study period. The aim of this research is to check “The Determinant Factor of Takaful Selection Among Community in Kelantan”. There are some factors that influence the determinant of Takaful selection among community in Kelantan had been identified. Among of them are awareness of Takaful selection, the knowledge of Takaful selection among community in Kelantan, and the need of Takaful selection. By using the right method in collecting data, this study can prove the determinant factor of Takaful selection among community in Kelantan.



### 3.1 Research Design

According to QuestionPro Survey Software (2021) The framework for the methodologies and approaches that the research design is what a researcher will utilize. Researchers may concentrate on research procedures that are pertinent to the issue at hand, so ensuring the success of their study. The overarching method is the research design used to bring all of the study's elements together in a logical and coherent way, ensuring that the research subject is adequately handled (University of Southern California Libraries, 2021). It is the plan for gathering, measuring, and analyzing data. The research design's goal is to establish a framework for a study (Sileyew, 2019).

According to Bhasin (2020) a causal research is a type of study that seeks to evaluate the link between two variables. This research is mostly utilized to discover the cause of a certain behavior. The design of causal research was also chosen as the most effective way for determining cause and effect results. Secondary data, case studies, experience surveys, and pilot studies are all good starting points when looking for answers to new questions (Bhasin, 2020). At the end of this study, this study was able to establish a strong relationship between the reasons for Takaful selection in Kelantan communities by examining the factors that influence Takaful selection among community in Kelantan.

Experimentation and statistical research are two research methodologies for determining the cause-and-effect relationship between variables (Rutgers The State University of New Jersey, 2021). According to Bhasin (2020) only if there is causal evidence to establish the relationship between two variables can the cause-and-effect link be confirmed. When some background information or understanding about a certain subject is already known or exists in the literature, this sort of study is more suited to be conducted. Quantitative research is the collection and interpretation of numerical data across groups of individuals or the knowledge of a phenomena. Facts, logic, and impartiality are the

foundations of quantitative research. Quantitative research favors measurable and reliable facts over diverse thinking, as well as comprehensive, convergent reasoning. (Hitesh, 2020). This study will be able to verify that the factors that impact Takaful selection among community of Kelantan, which have previously been discovered based on data collection by applying quantitative method in the data collection for this study.

The objective of a quantitative research study is to discover the link between independent and dependent variables in a population (Spalding University Library, 2020). Quantitative research investigates attitudes, behaviors, viewpoints, and other elements to confirm or refute a theory. This is accomplished by amassing numerical data that can be easily measured and used to assess statistical significance (Thomas, 2019). Quantitative methods, according to the University of Southern California Libraries (2021), concentrate on objective measures and statistical, mathematical, or numerical analysis of data obtained via polls, questionnaires, and surveys, as well as the alteration of pre-existing statistical data utilizing computing tools

A survey is one of the data gathering strategies used in a quantitative research investigation. According to Chipeta (2021), a survey is a sort of study in which information is gathered from a specified group of individuals in order to obtain knowledge and insight into a number of themes. Data is typically collected using standardized techniques to guarantee that each responder can answer the questions identically, eliminating biased opinions from impacting the conclusions of the research or study. The year 2021 (Catherine) The approach comprises conducting informational interviews with people using a questionnaire, which can be completed online or offline (Thomas, 2018). An online survey is a set of structured questions that a responder must answer by filling out an online form. It is a more natural approach of contacting responses since it saves time and money over the conventional technique of getting information through one-on-one contacts (Ainsworth, 2021). The

information is gathered and maintained in a database. Online surveys are presently the most popular way to obtain survey data. In online surveys, you may select from a variety of question kinds, both complicated and basic. Data gathering and analysis are now more structured and controllable. Online surveys have a reasonably high response rate when compared to other research methodologies (Quentin, 2021).

According to Streefkerk (2019), deductive reasoning seeks to examine an existing hypothesis, whereas inductive reasoning seeks to construct a theory. Always begin with deductive reasoning study with a notion that have been developed via inductive inquiry. Putting these hypotheses to the test is what deductive reasoning entails. If there isn't yet a hypothesis, researchers won't be able to perform deductive study. Deductive reasoning's four steps investigation begin with a pre-existing hypothesis. Second, come up with a hypothesis based on what we have learned thus far. Third, gather data to put the theory to the test. Finally, examine the evidence to see if it supports or refutes the hypothesis.

### **3.1.1 Study Population and Sample Size**

A population is defined as a distinct collection of people, whether it is a country or a group of individuals who share a similar trait (Momoh, 2021). A population is a group of people from whom a statistical sample is selected for statistical study. As a consequence, a population might be described as a collection of individuals who have something in common. The population under research is a subset of the target population., from which the actual sample is drawn (Shu Hu, 2020). It covers a broader range of topics than the concept sample frame. A sample frame is an operationalized representation of the study population. The population of this study is more focused on the Kelantan community. The reason for this

study's focus on the Kelantan community is that Kelantan is a predominantly Muslim state. Muslims make approximately 95 percent of Kelantan (Asia Samachar, 2016).

According to Will Kenton (2021) A sample is a smaller and easier-to-manage subset of a larger group. It is a subset of a broader population with similar traits. When the population size is too vast for the test to include all potential members or observations, samples are employed. Instead of a bias toward a single trait, a sample should reflect the whole population. When a smaller number of persons represent the total population, reliable findings can be obtained while saving time and money. Researchers should be able to make broad inferences about the population studied by analyzing the sample. Meanwhile, the study's sample size is made up of 255 participants who buy Takaful in Kelantan. As long as the sample size does not exceed 1000, a reasonable maximum sample size is usually around 10% of the population (Bullen, 2021).

### **3.1.2 Research Techniques**

For this study, the quantitative data research approach was employed. According to Pickell (2021), quantitative data is data expressed in counts or numbers, with each data set having its own numerical value. This data is any measurable information that may be utilized for mathematical computations and statistical analysis in order to make real-world decisions based on the results. This data may be confirmed and swiftly analyzed using mathematical approaches. Typically, quantitative data for statistical analysis is acquired by administering surveys, polls, or questionnaires to a specified demographic group. The findings have the potential to benefit a large number of people. In this study, we collect the data through online survey which will be forwarded from group to group via social medias due to thousands of

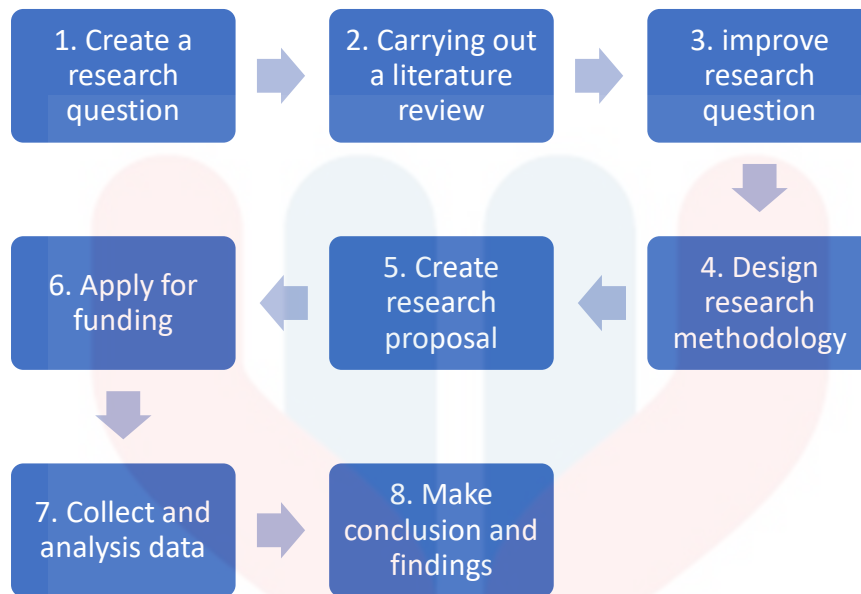
cases in a day because of Covid-19 in Malaysia, according to Portal Rasmi Kementerian Kesihatan Malaysia (2021).

According to Howard (2019), one of the benefits of online surveys is that respondents are more inclined to engage when they have the choice of doing online surveys rather of answering lengthy questions. Respondents are more honest with their comments when surveys provide important questions, and they can skip topics or pick a more neutral choice, enhancing their flexibility to react. This method is the best to use in our study as we want our respondents to answer the questions regarding factors of Takaful selection among community in Kelantan sincerely and anytime, they want. Furthermore, there are certain drawbacks to utilizing this strategy, such as difficulties contacting specific sorts of participants, such as people without internet access.

### **3.2 Data Collection**

According to Fischler (2017) there are 9 basic steps of most research study for quantitative method. These steps will be shown on the flow chart below:

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MALAYSIA  
KELANTAN



Source: Fischler (2017)

**Figure 3.2.1 Flow chart of data collection.**

(Leedy & Ormrod 2001; Williams, 2011) stated that research methodology is a thorough step that every researcher needs to take before beginning a research project. To find result, the research must analyze variables using a quantitative method. In quantitative method, numerical data will be analyzed through the application of statistical techniques. According to Aliaga and Gunderson (2002), quantitative research is a study that explain an issue through the collection of data and analysis using mathematical methods. Based on this definition, the method of the study was the first thing for a researcher to deal.

According to Leedy & Ormrod, Williams (2011), stated that the collection of data in quantitative research can be measured to support or refuse the alternative knowledge demand. Furthermore, squantitative research will started with problem, development of research question, literature review, and the quantitative analysis of data. There are various kinds of quantitative research (Sukamolson,2007). Survey research, correlational research, experimental research, and causal-comparative research are the four types of quantitative



research. According to Sukamolson (2007), survey research employs a scientific sampling method with a questionnaire to assess a sample or population's opinion, which is then statistically measured.

Sukamolson, (2007) also stated that survey as a form of quantitative research that have sampling questionnaire to gathering information from the population. Based on the information that have gather in data collection, we had identified that according to Leedy & Ormrod (2010), survey research is more suitable method for our data collection. In our study, we have chosen survey research for data collection.

### **3.2.1 Online Survey Protocol**

The researchers provide a survey guideline to ensure that the survey session runs smoothly. To begin, the researchers will identify and finalize the questionnaire with options, they wish to and spread the survey among community in Kelantan. Throughout the survey, researchers must adhere to the survey protocol in an ethical manner and record all information that were related to the study.

Not only that, but this process also assists both interviewees and informants in clarifying any misleading questions. As a result, the informants can provide detailed explanations, particularly for important questions. When conducting an online survey, time is not an issue because informants will have their own space to share their opinions and ideas without being constrained by anything else.



**Table 3.2.1: Draft of Questionnaires for Online Survey**

No	Section	Objective
	<b>Section 1: Takaful Selection</b>	
1.	Why Muslim need to choose Takaful?	To determine customer
2.	Are non-Muslim can choose Takaful as their insurance?	Selection towards community in Kelantan
3.	Are Takaful the best selection? Why?	
4.	Why do you select Takaful?	
	<b>Section 2: Awareness of Takaful</b>	
1.	Have you heard about Takaful before?	
2	Have you tried using Takaful?	
3	When type of insurance will come to your mind if people says about insurance?	
4	Where have you seen or heard about Takaful?	
5	Have you experience with the Takaful?	
6	Does Muslim in Kelantan aware the existence of Takaful?	To determine customer selection towards
7	Where do you find information regarding Takaful?	awareness of Takaful among community in

8	Are you recommend Takaful to a friend or family?	Kelantan
	<b>Section 3: Knowledge of Takaful</b>	To determine customer
1.	Which advantages are most valuable to you in Takaful?	selection towards knowledge
2.	Do you know that Takaful are following Shariah compliance?	Of Takaful among
3.	What are you trying to solve by using Takaful?	Community in Kelantan
4.	Do you know that Takaful doesn't apply interest ( <i>riba</i> )?	
5.	Do you know that Takaful doesn't have uncertainty ( <i>Gharar</i> )?	
6.	Do you know that Takaful doesn't apply gambling ( <i>Masyir</i> )?	
7.	Do you know that Takaful does not using prohibited products?	
8.	Do you know that Takaful have similar benefits compared to conventional insurance?	
9.	Do you know that Takaful shareholders share the risk together?	

	<b>Section 4: Needs of Takaful</b>	
1.	Did you know Takaful is based on the concept of each other (Tabaru')?	To determine customer selection towards needs of Takaful among community
2.	Did you know), Takaful promotes ideals of brotherhood, unity, and risk sharing?	In Kelantan
3.	Did you know participants support each other for financial security in Takaful?	
4.	provides financial insurance for them and their families in the event of a disaster?	
5.	Did you know Takaful provides financial insurance for families in disaster?	

Table 3.1 shows the question that will be stated in online survey. The question is divided into 4 section which is Takaful selection, awareness of Takaful, Knowledge of Takaful and needs of Takaful. We are using google form as our online survey platform. This study conducted to know the selection of Takaful among community in Kelantan. In achieving the objective of this study, the online survey protocol plays an important role in our study.

### 3.2.2 Sampling Techniques

According to (Mukesh Kumar, Salim Abdul Talib and T.Ramayah, 2017) sampling can be determined as a process choosing number of respondent in a population. The researchers select a few elements of the population as the subject of the sample in each section. This technique can be divided into probability sampling and non-probability sampling.

In the qualitative research, mostly the researchers choose the type of probability sampling as a sampling technique. The sampling of probability involved the random selection of sample in a population. There are variety of probability samples that can be use which is simple random samples, systematic sampling, stratified sampling, and cluster sample. Our study has decided to use stratified sampling. Stratified sampling is dividing populations into subpopulation that can draws more precise conclusion. Population will be divided into relevant characteristics which is adult with age 28 to 45 years old.

Stratified sampling is the best choice for our study because of several advantage such as similar variance and allowing for a variety of data collection methods. The researchers will select the 100 respondents based on the age. This means not all of sample in the population have been chosen by the researcher as the respondent. Purposive sampling allows the researchers to know in depth on the Takaful selection, awareness, knowledge and needs of Takaful among community in Kelantan. This purposive sampling will help the researchers get the data and information that related to Takaful. In survey, the researchers will focus on the questions that involved with the selection of Takaful and make sure all the require information meet with the objectives of the study.

### 3.3 Data Analysis

Data Analysis is in short of a method of putting facts and figures to solve the research problem (Joel Ashirwadam J. W, 2014). It is important to get answers for research questions. Another important aspect of this study is the method of data collection, which is derived from data collection and drawing conclusions from the data. It is often impossible to infer raw data, in which case the data must be processed, and the results of the analysis can be inferred. (Joel Ashirwadam J. W, 2014).

The main goal of data analysis is to generate meaning and interpretation from the findings of the study. Knowledge and skills in the field of research are also acquired through researchers. Data will be obtained using a structured questionnaire designed by the researcher. Quantitative research approaches produce large amounts of data that must be summarized, explained, and analyzed. Data characteristics can be explained and examined using graphs and charts, cross-tabulation, and calculation methods and standard deviations. (Anne Lacey & Donna Luff, 2009).

There are several varieties of software tools for quantitative data analysis such as Statistical Package for Social Science (SPSS), STATA, SAS, NVio and MATLAB. The computer age has provided a variety of software to assist quantitative researchers that increase the ability of quantitative researchers to filter large amounts of data in a shorter period (Puquan Huang, Rui Li, Zhiguo Liu, Shiqing Wei and Yuepei Zou, 2021). The researchers focused on using SPSS to improve the efficiency of researchers when analysing quantitative data.

SPSS is an abbreviation for Statistical Package for the Social Sciences, and it is used for complex statistical data analysis by a variety of researchers. SPSS is intended for data management and statistical analysis in the social sciences. SPSS Inc. founded it in 1968, and

IBM purchased it in 2009. SPSS will be used to analyse all information gathered from the questionnaire. The SPSS application software will be used to assess the degree to which the accuracy of the research data has been performed, handled, and collected (Fadilah Puteh & Mohd Hanafi bin Azman Ong). This study will employ descriptive and bivariate analysis. This study will be conducted using descriptive and bivariate analysis. This study will use a survey researcher were to use a questionnaire to collect data. So, to analyse the data, the researcher will use descriptive statistics to summarize data and get a description of the responses to questions (Mehat, 2011).

A survey researcher was used to study a questionnaire to collect the data. Hence, the descriptive statistic being used by the researcher to summarize data and description of the responses to the questions (Mehat, 2011). Descriptive analysis defines the meaning of correlations between two variables, whether there is a relationship and link strength, or whether there is a distinct difference between the two variables and the significance of the difference.

### **3.4 Reliability and Validity**

According to Drost (2011), the definition of reliability is "the number of measurements that can be reproduced when different people perform measurements on different occasions, under different circumstances, as predicted with different equipment or equipment measuring skills". Other definitions of reliability include "the extent to which the test score for a set of testers remains constant throughout the use of repeated measurement techniques and is therefore considered reliable and repeatable for independent test takers" (Berkowitz, Wolkowitz, Fitch, and Kopriva, 2000). It is also known as the consistency or reliability of construct measurements. For example, if many people guess the weight, the

result may not be true because it differs from the exact value. Therefore, the measurements are considered unreliable. If different people use the scale to measure your weight, chances are you will get the same result every time you take the measurement, so this test is considered reliable.

According to the previous section, reliability is defined as the stability of a measurement in a variety of situations where findings should be achieved (Nunnally, 1978). It's all about repetition or replication of study results. When a researcher conducts research under certain conditions, and then conducts the same study again and gets the similar results, then the data is reliable. According to Drost (2011), the dependability of data from research tools is influenced by two types of errors: random error and systematic error (Roberta Haele & Alison Twycross, 2015).

Random errors are created by the accumulation of uncertain and unpredictable external factors that influence certain measurements at random but not others. Participants in a better mood, for example, were more likely to respond well and positively to constructs such as self-esteem, pleasure, and satisfaction than respondents in a bad or horrible mood. As random errors are considered disturbances in measurement, these errors are often overlooked and ignored. Systemic errors are errors produced by factors that have a similar effect on all construct measurements across the sample. One form of measurement error that must be addressed to improve sample findings is systematic error. (Roberta Haele & Alison Twycross, 2015).

The term validity refers to “the extent to which a measure adequately represents the underlying concept that it is meant to assess.” (Drost, 2011). The term construct refers to the researcher about a talent, ability, experience, knowledge, characteristic, or attitude. Since the



two concepts are highly related and interrelated, it is important to determine whether the research instrument will assess compassion or empathy correctly.

An example of a test for reliability and validity is provided. An alarm clock that goes off at 7:00 a.m. but is set to go off at 6:30 a.m. is a clear indication of validity and dependability. It is reliable if it rings at the same time every day; however, it is invalid if it does not ring at the expected time. It is critical to check the validity and reliability of data collection tools when conducting or evaluating research. According to Bajpai and Bajpai, psychometric quality measures such as scale, reliability, and validity are extremely important in determining the appropriateness and veracity of the scientific research process (2014).

For this study, the chosen respondents are the community in Kelantan, especially the Muslims. Since most Takaful users are Muslims, they are probably the best and most suitable respondents who are expected to have more knowledge about Takaful than non-Muslim respondents and this will give confidence and dependability to researchers to know the reliability of Takaful in Kelantan communities.

### **3.5 Data Collection Procedure**

An online survey could be a form that the audience fills out over the Internet. Online surveys are sometimes created as web forms with a database to store the responses and applied mathematics software to provide analytics. People are typically motivated to complete online surveys by an incentive like being entered to win a prize. It's one of the most widely used data-collection methods, in which a set of survey questions is distributed to a predetermined target sample, and the members of this sample can respond to the questions via the internet. According to Andrews, Nonnecke, and Preece (2003), studies of online populations have crystal rectifier to an increase in the use of online surveys, presenting

students with new challenges in terms of applying traditional survey analysis strategies to the study of online behaviour and net use.

Several businesses frequently use online surveys to gain a better understanding of their customers' preferences and opinions. For example, online surveys, like traditional surveys, can be used in two ways. The first is to generate a large amount of information about customers. According to Nie, Hillygus, and Erbring (2002), the last decade has seen a dramatic increase in internet use and laptop-mediated communication. to conduct a survey on a specific product, service, or complete in order to discover how customers react to it Unlike traditional surveys, online surveys allow businesses to sample a larger audience at a lower cost. the advancement of the internet, an increasing number of organisations rely on the information gathered and analysed from online surveys to make important changes in their operations. Organizations should use a sophisticated and efficient online survey platform to collect economic data. According to Heather Wardle and Sally Macmanus (2021), they examined associations between problem gambling (defined as a score of eight or higher on the matter Gambling Severity Index [PGSI]) and suicidal thoughts and attempts in the year preceding survey completion in a series of regression models, with and without adjustment for sociodemographic factors, alcohol use, video gaming, anxiety, loneliness, and impulsivity.

The gathering of information in quantitative research is structured and consistent. A survey creator, on the other hand, will use one of the three methods listed below to create an internet survey. It can create surveys from scratch, by importing a survey from a word document, or by utilising ready-made templates. One method is to create a brand-new survey. A brand-new survey can easily create an online survey from the ground up. This online survey's sections are all customizable. For example, the organization's colour theme could be embedded in the survey along with various branding angles. Not only that, but you can

import from a word document. Importing from a Word document is done using a predefined syntax. The researchers will design an internet survey by uploading a word document to the survey software. In addition, make a templet. A template can be used to create surveys in a matter of seconds. According to the question and Wright (2003), they needed to review older adults who were caregivers for blue-eyed ones with Alzheimer' disease using a combination of online and paper surveys.



Sources from: Question Pro Survey Templates

**Figure 3.5.1: Online Survey Method**

An online survey will be a valuable tool for gathering information from clients or employees. There are several examples of online customer satisfaction surveys. It is critical for a company that provides door-to-door food delivery service to maintain a high level of customer satisfaction. They will always need to evaluate customer feedback, and thus the only way to collect customer satisfaction feedback is to conduct a web survey. Furthermore, when each delivery government delivers food, the brand will either use a rating scale survey on their mobile app or website. According to Fox and Nie (2002), the value of hardware and software continues to fall, and thus the quality of the web rises. As a result, many segments of society are reliant on the internet for communication and information. Another example of conducting a web survey is a worker engagement survey. A large part of an organization's success is dependent on its employees. Keeping employees engaged necessitates a consistent effort on the part of management. Conducting online surveys at regular intervals can assist the unit of time team in evaluating employee engagement levels. Furthermore, analysing the feedback received and emphasising the aspects that employees believe will be improved. According to Wellman and Haythornthwaite (2002), virtual communities have flourished on the internet, and many thousands of people frequently participate in discussions about nearly every conceivable issue and interest.

For online surveys used to analyse client satisfaction or engagement, it is critical for scientists to select an acceptable sample, one that may represent a target population. There are various likelihood sampling methods, such as cluster sampling, simple random sampling, representative sampling, and systematic sampling, as well as non-probability sampling methods. A first-generation online survey researcher frequently used email-based surveys, which involved creating online survey forms using a data processing package and later products. According to Llieva (2002), this allows researchers to conduct preliminary analyses on collected data while waiting for the specified number of responses to accumulate.

### **3.6 Summary**

This chapter focused on the research methodologies and explained how the research methodology was applied in the practical situation of the research context. It is discussed about the process to collect the data from samples that will be surveyed on 100 respondents. The questionnaire has been developed to collect information about the determinant factor of Takaful selection among community in Kelantan. Therefore, this research is also important in studying the determinant factor of Takaful selection among community in Kelantan.

## **CHAPTER 4 DATA ANALYSIS**

### **4.0 Introduction**

In a nutshell, data analysis entails sorting through massive amounts of unstructured data and extracting key insights from it. These insights are extremely useful for decision making in businesses of all sizes. Data science and data analysis are not the same thing. Although they are related, data science is typically more advanced in terms of programming, creating new algorithms, building predictive models, and so on. The great thing about data analysis is that it is a more entry-level role, which means you can jump right in with basic knowledge after taking some data analysis courses for beginners and honing a few key skills. Of course, prior experience with coding, math, or statistics will be advantageous. As you gain more experience on the job, becoming a data analyst can lead to more lucrative careers such as data science and data engineering. According to John Turkey (1961), data analysis is defined as procedures for analysing data, techniques for interpreting

the results of similar procedures, methods of planning data collection to make analysis easier or more accurate, and all the machinery and results of mathematical statistics that are applied to data analysis.

According to Daniel Johnson (2021), a simple example of data analysis is whenever we make a decision in our daily lives, we think about what happened the last time or what will happen if we make that decision. The goal of data analysis is to extract useful information from data and make decisions based on that information. This is nothing more than analysing our past or future and making decisions based on that analysis. We gather memories from our past or dreams for the future to do so. Now, the same thing an analyst does for business purposes is referred to as data analysis. As a result, data analysis is defined as the process of cleaning, transforming, and modelling data in order to discover useful information for business decisions.

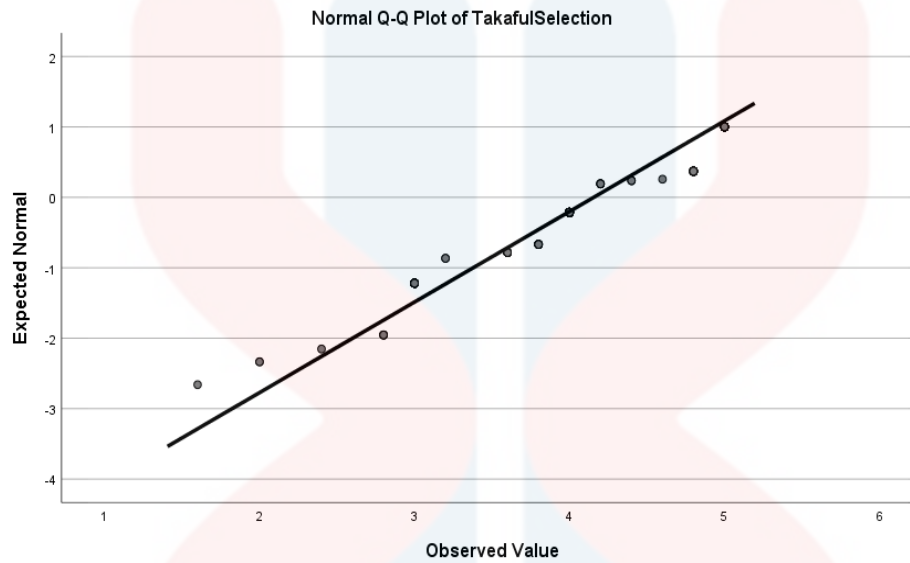
#### **4.1 Normality Test**

In scientific literature, the statistical errors were common happened and the assumption of normality were needed to take into consideration and checked for 39 statistical procedures named parametric tests (Asghar Ghasemi and Saleh Zahediasl,2015). The validity was depending on that, and the figure below shown all the overview to check for the normality in statistical analysis from SPSS analysis.



#### 4.1.1) Q-Q Plot

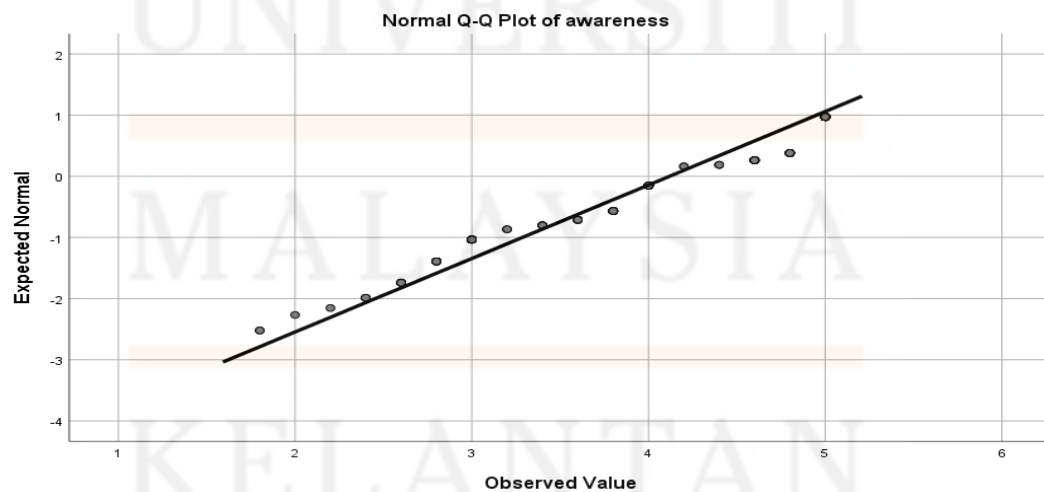
##### a) Takaful Selection



**Figure 4.1: Normal Q-Q plot for dependent variable against independent variables**

Figure 4.1 indicates that all data points were plotted approximately along the diagonal lines. The figure distribution is not normal in terms of Takaful selection which is the dependent variable.

##### b) Awareness

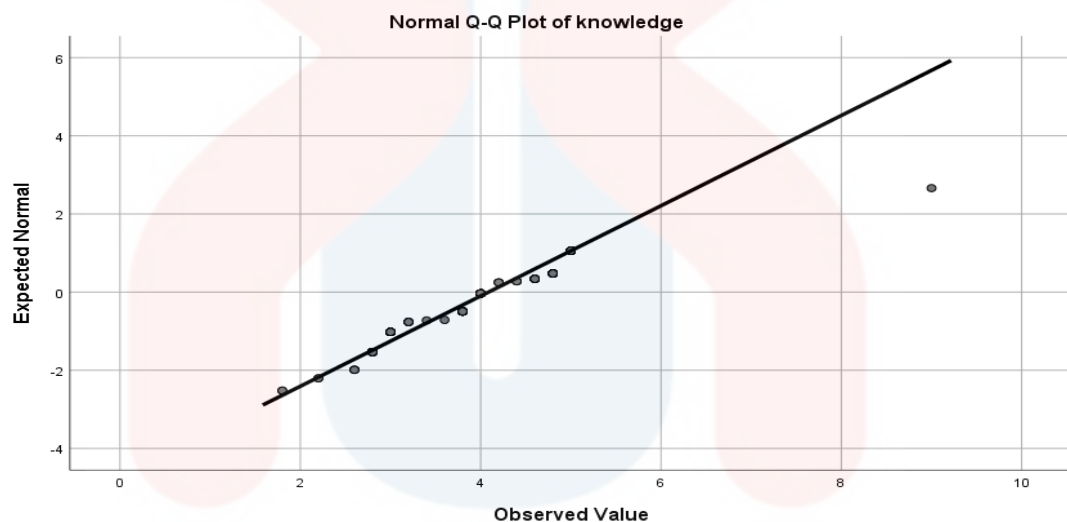




**Figure 4.2: Normal Q-Q plot for dependent variable against independent variables**

Figure 4.2 showed that all of the data points were plotted relatively along the diagonal lines. The figure distribution is not normal in terms of awareness which is the independent variable.

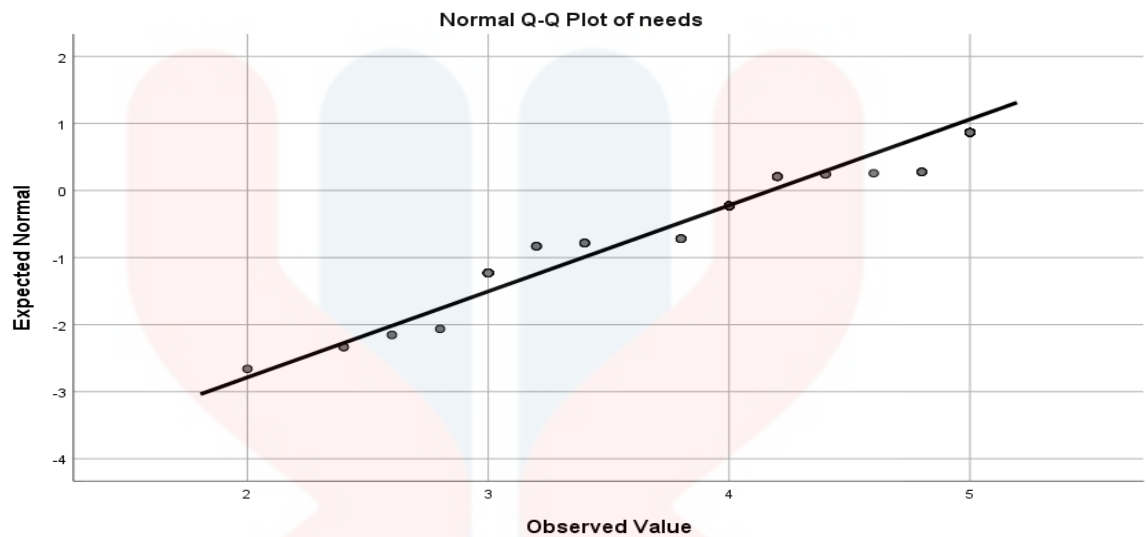
c) Knowledge



**Figure 4.3: Normal Q-Q plot for dependent variable against independent variables**

Figure 4.3 indicates that all data points were plotted relatively along the diagonal lines. The figure distribution is not normal in terms of knowledge which is the independent variables.

d) Needs



**Figure 4.4: Normal Q-Q plot for dependent variable against independent variables.**

Figure 4.4 showed that all the data points were plotted approximately along the diagonal lines. The figure distribution is not normal in terms of needs which is the independent variable.

#### 4.1.2 Skewness and Kurtosis Test

**Table 4.1: Descriptive Statistic of Skewness and Kurtosis Test**

	N Statistic	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error
Takaful Selection	255	0.542	0.153	0.528	0.304
Awareness	255	0.574	0.153	0.650	0.304
Knowledge	255	0.328	0.153	0.870	0.304
Needs	255	0.414	0.153	0.988	0.304
Valid N (listwise)	255				

According to Hao et al., (2013) skewness and kurtosis refer to the shape of the distribution. The closer the skewness and kurtosis values are to zero, the more precisely normal the observed distribution. Positive skewness and kurtosis values indicate that the distribution is more skewed and peaked than a normal distribution. The negative values for skewness and kurtosis, on the other hand, indicate that the distribution is negatively skewed and flatter. The skewness and kurtosis indices obtained for this study are shown in Table 4.1, and the statistical results show that these data are normal.

## 4.2 Demographic Profile

The data was gathered from population in Kelantan. A total of 255 questionnaires were distributed through Google Form to community in Kelantan and all the questionnaires in the Google Form had been answered so there were 255 respondents. In part 1, there have five \questions were asked in the questionnaire. The five questions were asked about gender, age, status, level education, and income that had been used often.

### 4.2.1 Number of Respondent Based on Gender

**Table 4.2 Gender of the respondents**

Gender	Frequency	Percentage (%)
Male	143	56.1
Female	112	43.9
Total	255	100.0

Based on the Table 4.1 had shown analysis of respondents' gender. These indicated (56.1%) of the respondents were male and (43.9%) were female of the total sample size. The numbers of male respondent were more than female respondents. This is because male respondents are most likely had more knowledge on Takaful than female respondents.

#### 4.2.2 Number of Respondent Based on Age

**Table 4.3 Age of the respondents**

Age	Frequency	Percentage (%)
19 – 30	68	26.7
31 – 35	39	15.3
36 – 40	23	9.0
41 – 45	21	8.2
Others	104	40.8
Total	255	100.0

Analysis of respondents' age had shown on Table 4.2. These indicated 68 (26.7%) of the respondents from the age of 19 to 30 years old. Next, at 39 (15.3%) is from age 31 to 35 years old and at frequency of 23 (9.0%) were 36 to 40 years old. Then, at 21 (8.2%) frequency were 41 to 45 years old, and lastly were the age of others which at 104 (40.8%). So, the most numbers of Takaful user are at the age of others among community in Kelantan.

#### 4.2.3 Number of Respondent Based on Status

**Table 4.4 Status of the respondents**

Status	Frequency	Percentage (%)
Bachelor	126	49.4
Married	129	50.6
Total	255	100.0

Table 4.3 had shown analysis of respondents' status. These indicated 126 (49.4) of the respondents were bachelor, and 129 (50.6%) respondents were married. This number show that Takaful is for everyone regardless of the status either they are married or not.

#### 4.2.4 Number of Respondent Based on Level Education

**Table 4.5 Level education of the respondents**

Level education	Frequency	Percentage (%)
SPM	62	24.3
STPM/STAM/Matric	38	14.9
ulation	43	16.9
Diploma	101	39.6
Bachelor's degree	11	4.3
Master's degree	255	100.0
Total		

Analysis of respondents' level education had shown on Table 4.4. These indicated 62 (24.3%) of the respondents from SPM qualification, 38 (14.9%) of the respondents were from STPM, STAM and Matriculation qualification. At the frequency of 43 (16.9%) were from Diploma qualification, 101 (39.6%) of the respondents from bachelor's degree qualification and lastly at 11 (4.3%) of the respondents were from Master Degree qualification. Based on the table, Bachelor's degree has the most numbers of respondent because at that level of education, many students get exposure to the knowledge of Takaful.

#### 4.2.5 Number of Respondent Based on Income

**Table 4.6 Income of the respondents**

Income	Frequency	Percentage (%)
RM1500 and below	135	52.9
RM1501 – RM3000	60	23.5
RM3001 – RM4500	19	7.5
RM 4501 and above	41	16.1
Total	255	100.0

Table 4.5 had shown analysis of respondents' income. These indicated that the frequency of income at RM1500 and below was 135 (52.9%). Next, at 60 (23.5%) frequency was from RM1501 to RM3000 income and 19 (7.5%) was from income of RM3001 to RM 4500. Lastly, from income of RM4501 to above the frequency was at 41 (16.1%). The table show that Takaful can be purchase regardless of their income because the price is affordable.



### 4.3 Reliability Analysis.

The term "reliability" refers to the fact that a scale should consistently reflect the construct being measured. It can be useful at times and in certain situations. Statistics solutions is the nation's leader in statistical data analysis and can help with reliability analysis in research projects. When two observations under study that are equivalent in terms of the construct being measured also have the same outcome, the researcher can use reliability analysis. A popular technique is known as split half reliability. This method divides the data into two sections. Then after, the score for each participant in the analysis is computed using each half of the scale. If the scale is very reliable, the value of the person's score on one half of the scale would be equivalent to the score on the other half in that type of reliability analysis. The previous fact should be true for all participants in this type of reliability analysis. The main issue is that there are numerous ways to divide a set of data into two parts, and thus the results can be numerous. The average of these values is comparable to Cronbach's alpha. In reliability analysis, there are two types of alpha. The first is the standard version. The standardised version is the second. When the items on a scale are added together to produce a single score for that scale, the standard version of alpha is used. When the items on a scale are standardised before being summed up, the standardised version of alpha is used. According to Kline (1999), the acceptable value of alpha in reliability analysis for intelligence tests is 0.8, and the acceptable value of alpha in reliability analysis for ability tests is 0.7.

**Table 4.7: Rules of Thumb on Cronbach's Alpha Coefficient Size.**

<b>Alpha Coefficient Range.</b>	<b>Strength of Association.</b>
Less than 0.6	Poor.
0.6 to less than 0.7	Moderate.
0.7 to less than 0.8	Good.
0.8 to less than 0.9	Very Good.
More than 0.9	Excellent.

**Source from Hair et al. (2011).**

The Cronbach's Alpha, also known as coefficient alpha, was developed by Lee Cronbach in 1951 to measure internal consistency or reliability. Reliability refers to how well a test measures what it should. Cronbach's Alpha tests to see if multiple-question Likert scale surveys are accurate or reliable. These questions assess variables that cannot be observed and latent variables that are hidden, such as a person's neurosis, conscientiousness, or openness. As a result, these are extremely difficult to quantify in practise. Cronbach's Alpha will show if the test you built or designed accurately measures the variables of interest. The reliability coefficient test using Cronbach's Alpha is shown in Table 4.8. The overall result is 0.940, indicating excellent association strength. Cronbach (1951) stated that he introduced a measure that is commonly used in reliability analysis. This metric is roughly equivalent to splitting the data into two halves in every possible way and then computing the correlation coefficient for each split.

#### 4.3.1 Reliability Test.

The Reliability Test measures how well a test measures without error. It is very closely related to test validity. Precision, or the extent to which measurement occurs without error, can be thought of as test reliability. Test validity can be defined as the degree to which the test measures the hypothesised underlying construct. Reliability is not a constant property of a test; rather, different types of reliability exist for different populations at different levels of the construct being measured. A Cronbach's Alpha analysis was used to conduct the Reliability Test. It aims to improve the internal consistency of the sets of dependent and independent variables. Furthermore, the analysis allows the researchers to determine whether these sets of items have a high level of consistency in measuring variables. According to Franzen M.D. (2011), the types of reliability correspond to methods of estimating the influence of various sources of error. When the source of the error under investigation is due to subjective aspects of scoring, the method to evaluate the impact of that error is to have multiple scorers rate the same test protocols and compare the results.

**Table 4.8: Reliability Coefficients Test for the Pilot Study.**

<b>Variable Name</b>	<b>Cronbach's Alpha Coefficient</b>
Takaful Selection	0.735
Awareness	0.719
Knowledge	0.771
Needs	0.780
<b>Overall</b>	0.740

According to Table 4.8, Takaful selection, awareness, knowledge, and needs among community in Kelantan have a good position reliability which were 0.7 to less than 0.8 alpha coefficient. The result for each of them, which was 0.735, 0.719, 0.771, and 0.780 respectively. Among the variables, needs had the highest reliability which is 0.780 while awareness has the lowest reliability which is 0.719. An overall reliability is 0.740 which considered as good reliability. The Cronbach's coefficient alpha that was computed for each variable to test for reliability coefficients. So that, all the reliability tests show the variables are very highly reliable that indicates for further analysis.

#### **4.4 Descriptive Statistic.**

The Descriptive Statistics are brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire population or a sample of a population. Descriptive statistics are broken down into measures of central tendency and measures of variability. Measures of central tendency include the mean, median, and mode, while measures of variability include standard deviation, variance, minimum and maximum variables. In short, descriptive statistics help describe and understand the features of a specific data set by giving short summaries about the sample and measures of the data. The most recognized types of descriptive statistics are measures of the mean, median, and mode which are used at almost all levels of math and statistics. The mean or the average is calculated by adding all the figures within the data set and then dividing by the number of figures within the set. People use descriptive statistics to repurpose hard to understand quantitative insights across a large data set into bite sized descriptions. According to Parampreet Kaur, Jill Stoltzfus & Vikas Yellapu (2018), stated that the descriptive statistics are a critical part of initial data analysis and provide the foundation for comparing variables with inferential statistical tests.

**Table 4.9: Mean Statistic Level Interpretation.**

<b>Range of Mean Score.</b>	<b>Inclination Level.</b>
1.00 to less than 2.40	Low.
2.41 to less than 3.80	Moderate.
3.81 to less than 5.00	High.

**Source from Landell (1997).**

Based on Table 4.9, we use table of Mean Statistic Level Interpretation source from Landell (1997) as our references. The range of mean score has included follow by the result of inclination level. The highest of mean score among the variables was needs which 3.44. The second highest of mean score was knowledge which 3.27. While the third highest of mean score was awareness which 3.24. Next, the lowest of mean score among the variables was followed by Takaful selection which 3.22. However, the range of mean score was 2.41 to less than 3.80. So, the result of inclination level both of them was moderate with each other. The Range of Mean Score that was computed for each variable to test for the result of inclination level.

**Table 4.10: Descriptive Statistics of Takaful Selection.**

<i>Takaful Selection.</i>	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
<i>Q1: As a Muslim, I need to choose Takaful as my insurance.</i>	255	1.00	5.00	3.13	0.85570
<i>Q2: Non-Muslim can also choose Takaful as their selected insurance.</i>	255	2.00	5.00	3.20	0.77712
<i>Q3: Takaful is the best selection of insurance</i>	255	1.00	5.00	3.22	0.79926
<i>Q4: Takaful is easy to understand for community using.</i>	255	2.00	5.00	3.03	0.79305
<i>Q5: I trust on Takaful because it was following the Shariah compliance</i>	255	2.00	5.00	3.20	0.77408
<i>Valid N (listwise)</i>	255				

According to Table 4.10, it's shown the mean of responses on Takaful selection. The top-ranking mean is Q3 which "Takaful is the best selection of insurance" that is 3.22. This is because the respondent know Takaful is better than insurance. For example, Takaful are free from 'riba', 'gharar' and 'masyir'. Next is Q2 which "non-Muslim can also choose Takaful as their selected insurance" with the mean of 3.20 that ranked second. The respondent also knows that Takaful not only for Muslim, but it's also opens for non-Muslim. Non-Muslim tend to choose Takaful rather than insurance because of the benefits that Takaful gives. Then, it is followed by Q5 which "I trust on Takaful because it was following the Shariah compliance" with a mean of 3.20 which is ranked third. This result shows that the respondent has enough information about Takaful are following Shariah compliance. The next question is Q1 which "As a Muslim, I need to choose Takaful as my insurance" with a mean of 3.13 which ranked fourth. This question has the second lowest mean which can be conclude that the respondent doesn't have enough knowledge about the reason to choose Takaful. Lastly, Q4 which "Takaful is easy to understand for community using" has the lowest mean value of 3.03. The mean of this question shows that the respondent doesn't understand about Takaful. As observed in Table 4.10, the mean score for all items can be considered as moderate. Thus, from the result above most of the respondent know about Takaful benefits and Takaful follow Shariah compliance but the respondent has lack of information in using Takaful.



**Table 4.11: Descriptive Statistics of Awareness.**

Awareness.	N	Minimum	Maximum	Mean	Std. Deviation
Q1: I have heard about Takaful.	255	2.00	5.00	3.24	0.76817
Q2: I have tried using Takaful before.	255	1.00	5.00	2.85	1.10178
Q3: Takaful will be the one that come to my mind if people say about insurance.	255	2.00	5.00	3.09	0.83652
Q4: Takaful is not just for Muslim only.	255	2.00	5.00	3.20	0.82002
Q5: Recommending Takaful to my friends and family.	255	2.00	5.00	3.21	0.78008
Valid N (listwise)	255				

Based on Table 4.11, it shows the mean responses on awareness. The top-ranking mean is Q1 which “I have heard about Takaful” that is 3.24. Most of community in Kelantan are familiar with Takaful that led to this result. Next is continue by Q4 which “Takaful is not just for Muslim only” with a mean of 3.20 which ranked second. The respondent understand that Takaful are open for all religion and races. Next is Q3 which “Takaful will be the one that come to my mind if people say about insurance” with a mean of 3.09 which ranked third. This result shows most of the respondent are aware about Takaful. The next question is Q2 which “I have tried using Takaful before” has the second lowest mean value of 2.85. Most of the respondent doesn’t tried Takaful because lack of information. Lastly, Q5 which is

“Recommending Takaful to my friends and family” has the lowest mean of 2.50. Most of respondent doesn’t tried Takaful and unable to recommending Takaful to friends and family. As observed in Table 4.11, the mean score for all items can be considered as moderate. Thus, the respondents have awareness about Takaful. Respondents are familiar with Takaful but most of respondent still lack information that influence them to not tried to used Takaful.

**Table 4.12: Descriptive Statistics of Knowledge.**

Knowledge.	N	Minimum	Maximum	Mean	Std. Deviation
Q1: I have enough knowledge about Takaful	255	1.00	5.00	2.79	0.97202
Q2: I know that Takaful are following Shariah compliance.	255	2.00	5.00	3.15	0.81891
Q3: I know that Takaful does not apply interest (riba).	255	2.00	5.00	3.13	0.79548
Q4: I know that Takaful does not have gambling element (maysir)	255	2.00	33.00	3.27	1.98207
Q5: I have to share the knowledge of Takaful to friends or family.	255	2.00	5.00	3.09	0.78805
Valid N (listwise)	255				

According to Table 4.12, it shows the mean of responses on knowledge. The top-ranking mean is Q4 which “I know that Takaful does not have gambling element” that is

3.27. Most of respondent are know that Takaful doesn't have gambling element. It's continued by Q2 which "I know that Takaful are following Shariah compliance" with the mean of 3.15 that ranked second. This result also showed that respondent know Takaful is following Shariah compliance. Then, it is followed by Q3 which "I know that Takaful does not apply interest" with a mean of 3.13 which ranked third. The mean score of Q3 is still highest compared to all mean scores. This result shows the respondent have enough understanding about Takaful. Next question is Q5 which "I have to share the knowledge of Takaful to friends or family" with a mean of 3.09 which ranked fourth. The respondent tends to share the information about the knowledge of Takaful to friends and family. Lastly, Q1 which "I have enough knowledge about Takaful" has the lowest mean score of 2.79. This result has shown that most of respondent doesn't have enough knowledge about Takaful. As observed in Table 4.12, the mean score for all items can be considered as moderate. In conclusion, the respondent has basic knowledge about Takaful such as Takaful doesn't have gambling and interest element. The respondent also know that Takaful are follow Shariah compliance but most of respondent still lack more information about Takaful.

**Table 4.13: Descriptive Statistics of Needs.**

<b>Needs.</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Q1: I know that brotherhood, unity and risk sharing are the ideas of encouraging Takaful.	255	2.00	5.00	3.12	0.81625
Q2: Participants need to support each other for financial security in Takaful.	255	2.00	5.00	3.19	0.76582
Q3: I know that Takaful is based on the concept of each other (tabaru).	255	2.00	5.00	3.20	0.79069
Q4: Takaful needs to provide for the family in the event of a disaster that requires financial insurance.	255	2.00	5.00	3.44	0.77561
Q5: I need Takaful as my insurance	255	2.00	5.00	3.15	0.81094
Valid N (listwise)	255				

Based on Table 4.13, it exemplifies that the mean of responses on needs. The top-ranking mean is Q4 which “Takaful needs to provide for the family in the event of a disaster that requires financial insurance” that is 3.44 and continue by Q3 which “I know that Takaful is based on the concept of each other” with the mean of 3.20 that ranked second. As the highest mean for needs, Q4 shows that the respondents know that Takaful needs to provide for the any event of disaster. The second highest of mean which is Q3 shows that respondents are sharing the resources to assist others who are in need. Then, it is followed by

Q2 which “Participants need to support each other for financial security in Takaful” with a mean of 3.19 which ranked third and Q5 which “I need Takaful as my insurance” with a mean of 3.15 which ranked fourth. In Q2, the result shows that each respondent voluntarily agrees to provide a percentage of their paid contribution to help other Takaful holder who have been hit by bad luck and may require financial assistance. The result shows in Q5 is because it forbids interest because it encourages the creation of money from money. Lastly, Q1 which “I know that brotherhood, unity, and risk sharing are the ideas of encouraging Takaful” has the lowest mean value of 3.12. As the least mean score for needs, Q1 shows that there are some respondents who do not know that Takaful concept is risk sharing and not risk transfer. As observed in Table 4.13, the mean score for all items can be considered as moderate. The highest mean among the entire item is from Q4 which is 3.44. Thus, the respondents expected that Takaful needs to provide for the family in the event of a disaster that requires financial insurance among community in Kelantan.

#### **4.5 Pearson Correlation Analysis**

The Pearson coefficient is a type of correlation coefficient that demonstrates the relationship between two variables measured on the same interval or ratio scale. The Pearson coefficient is a measure of the strength of a link between two continuous variables (Will Kenton, 2021).

**Table 4.14: Size of a Correlation Coefficient**

Size of Correlation	Interpretation
0.90 to 1.00 ( -0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 ( -0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 ( -0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 ( -0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (0.00 to -0.30)	Negligible correlation

#### 4.5.1 Hypothesis 1

H1: There is a positive effect of awareness towards Takaful selection among community in Kelantan.

**Table 4.15: Pearson Correlation for Awareness**

		Takaful Selection	Awareness
Takaful Selection	Pearson	1	0.687**
	Correlation		
	Sig. (2-tailed)		.000
	N	255	255
Awareness	Pearson	0.687**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	255	255

Based on the Table 4.15 have shown above, the relationship between independent variable and dependent variable which are awareness and Takaful selection. The finding shown that the first correlation between awareness and Takaful selection is r-value of 0.687 (68.7%). Based on the table of rule of thumb, this figure represents a positive effect of awareness towards Takaful selection. Hence, H1 is accepted.

#### 4.5.2 Hypothesis 2

H2: There is a positive effect of knowledge towards Takaful selection among community in Kelantan.

**Table 4.16: Pearson Correlation for Knowledge**

		Takaful Selection	Knowledge
Takaful Selection	Pearson	1	0.795**
	Sig. (2-tailed)		.000
	N	255	255
Knowledge	Pearson	0.795**	1
	Sig. (2-tailed)	.000	
	N	255	255



Based on the Table 4.16 have shown above, the relationship between independent variable and dependent variable which are knowledge and Takaful selection. The finding shown that the second correlation between knowledge and Takaful selection is r-value of 0.795 (79.5%). Based on the table of rule of thumb, this figure represents a positive effect of knowledge towards Takaful selection. Hence, H2 is accepted

#### 4.5.3 Hypothesis 3

H3: There is a positive effect of needs towards Takaful selection among community in Kelantan.

**Table 4.17: Pearson Correlation for Needs**

		Takaful selection	Needs
Takaful Selection	Pearson	1	0.880**
	Sig. (2-tailed)		.000
	N	255	255
Needs	Pearson	0.880**	1
	Sig. (2-tailed)	.000	
	N	255	255

Based on the Table 4.17 have shown above, the relationship between independent variable and dependent variable which are needs and Takaful selection. The finding shown

that the third correlation between needs and Takaful selection is r-value of 0.880 (88.0%). Based on the table of rule of thumb, this figure represents a positive effect of needs towards Takaful selection. Hence, H3 is accepted.

#### 4.6 Hypotheses

Three hypotheses testing have been made in this research.

**Table 4.18: Hypotheses Result**

Hypotheses	Result
Awareness	
H1= There is a positive effect of awareness towards Takaful selection among community in Kelantan.	Accepted ( $p < 0.05$ )
Knowledge	
H2= There is a positive effect of knowledge and Takaful selection among community in Kelantan.	Accepted ( $p < 0.05$ )
Needs	
H3= There is a positive effect of needs towards Takaful selection among community in Kelantan.	Accepted ( $p < 0.05$ )

Table 4.15 shows that the significant value for awareness is 0.000 which is less than 0.05 (University of Southampton, 2021). This stated that H1 is accepted. As a result, there is a positive effect of awareness towards Takaful selection among community in Kelantan. As the result, awareness is found to be a factor of Takaful selection among community in Kelantan.

The significant value for knowledge was 0.000 which was less than 0.05, as shown in Table 4.16, indicating that H2 was accepted. Thus, there is a positive effect of knowledge towards factor of Takaful selection among community in Kelantan. This suggest that knowledge had a role as factor of Takaful selection among community in Kelantan.

Table 4.17 shows that the significant value for awareness is 0.000 which is 0.05. this meant that H3 had been accepted. As a result, there is a positive effect of needs towards Takaful selection among community in Kelantan. As a result, needs were found to be a factor of Takaful selection among community in Kelantan.

#### **4.7 Chapter Summary**

This chapter covered how to use the normality test, demographic profile, descriptive statistics, reliability, and Pearson correlation to analyse the outcomes of the data obtained and create results. Based on mean test of descriptive statistics, we can conclude that most respondents agreed that awareness, knowledge, and needs are determinant factors of Takaful selection with the scores of means are 4.1184, 4.0863 and 4.1725 respectively.

All hypotheses are accepted since the significant values for awareness, knowledge and needs are lower than 0.05. As a conclusion, there are strong positive correlation between awareness, knowledge and needs and the determinant factors of Takaful Selection. As result, awareness, knowledge, and needs are discovered to be factors of Takaful Selection among community in Kelantan. The findings and conclusion of the investigation are discussed in further depth in the following chapter.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.0 Introduction**

The researchers were to illustrate the discussion on the research finding, limitations, recommendations, and conclusion for the future of research in this chapter. The review and the conclusion of the findings were based on the data derived from previous chapter. In order to gain the best results for the research, the quantitative data was used in creating the questionnaire. The questionnaire then distributed to the respondents from community in Kelantan. The total respondents collected are 255 people in Kelantan by using method of Google Form.

#### **5.1 Result Discussion of Hypothesis**

H1: There is a positive effect of awareness towards Takaful selection among community in Kelantan.

From the result shown in Table 4.15 Hypothesis Testing, this shows that both the independent and dependent variables have a positive correlation. For the first hypothesis as below, the significant value for the awareness was 0.000 where it is below from value 0.5. These results lead to the H1 accepted. Therefore, there was a positive effect of knowledge towards Takaful selection among community in Kelantan. This can conclude that awareness influences the takaful selection among community that can be supported from previous research (Rusni Hassan, 2018).

H2: There is a positive effect of knowledge towards Takaful selection among community in Kelantan.

Next, the second independent variable which is knowledge, the significant value was 0.000, which is less than the 0.05 threshold stated in Table 4.16. The second hypothesis (H2) was automatically accepted, and there was a substantial link between knowledge and determinant factor of Takaful selection. This result can conclude that the knowledge become one of the factors that influence the determinant factor of Takaful selection among community in Kelantan. The results can be supported from previous research. As mentioned by (Rusni Hassan, 2018) on the previous study, Takaful selection was affected by the knowledge.

H3: There is a positive effect of needs towards Takaful selection among community in Kelantan.

Based on the result from table 4.17, this shows that there was a positive relationship between both independent and dependent variables. The significant value was 0.000, which is less than the 0.05 threshold stated in Table 4.17. The second hypothesis (H3) was automatically accepted, and there was a substantial link between was a positive relationship between needs and determinant factor of Takaful selection. These results can conclude that the needs also become one of the factors that influence the determinant factor of Takaful selection among community in Kelantan. The results can be supported from previous research. As mentioned by Naail (2014) on the previous study, Takaful is necessary for Muslim as replacement of conventional insurance which can be classified as need. Hence, need was influencing the Takaful selection.

## 5.2 Recommendation

Based on the result presented in this research, there are few recommendations that can be used for future study to improve. To begin with, despite the fact that awareness was determined to be an unimportant predictor, Takaful companies must continue to seek to raise Takaful awareness in order to reach their full potential (Mansor & Masduki, 2015). It is critical that Takaful agents are well-trained and understand the benefits of Takaful. As a result, Takaful companies should hold motivating talks about what they can give in order to sustain and grow customer perceptions of Takaful. Aside from that, Takaful companies should be able to emphasise the distinctions between Takaful and traditional insurance so that the general public has a better grasp of Takaful (Mohamas, Zulkarnain & Aziz, 2015). As a result, Takaful enterprises must actively advertise Takaful product requirements in tandem with government initiatives aimed at establishing strong Islamic religious values among Muslim customers, particularly among Generation-Y, the younger generation.

In terms of the study's research conditions and sample size, the study may be improved. The research context for this study was confined to a community in Kelantan, and the sample size was limited to 255 individuals who purchased Takaful in Kelantan. As a result, they might be improved for future study by disseminating questionnaires and obtaining more responders, possibly from all Malaysian states. As a consequence, the sample size of the study will be indirectly increased in order to acquire a comprehensive result, so reducing bias in the results and improving the accuracy and reliability of the data for analysis (Shaqib & Hassan, 2016).

The objective of this study was on several decisive elements that indicate the opinion of Takaful users in Kelantan's community. Because the current study uses a qualitative research technique and a cross-sectional research design, future researchers are advised to

empirically examine the claims made in this study in order to validate the findings (Nor & Kamil, 2014).

### **5.3 Limitation of Study**

We are unable to complete this study due to several limitations. To begin with, this research only looked at the community in Kelantan, which severely confines us because we are all in our hometowns. Next, we have budget limits because all of the group members are students with low financial resources. Furthermore, we have a limited amount of time to accomplish this research. It's because no one in the group has the same schedule as everyone else. Finally, because all of us live far from Kelantan, we'll have to use on a quantitative research design method to get out to our respondents.

### **5.4 Conclusion**

Takaful is very important to all people because it acts as a safety net while also providing a financial buffer in case you face a medical emergency. It also will make people feel calm knowing that their family is well taken care of, in case the worst things happen like getting a serious illness that forces them to stop working or having family member that need and requires long term care. Besides, Takaful is also founded on Shariah, or Islamic religious law, which describes how individuals must collaborate and protect one another.

Due to the lack of something about Takaful, it leads the researcher to observe what are the determinant factor of Takaful selection among community in Kelantan. Hopefully by conducted this research there are many people will get more knowledge on Takaful and trying to get the Takaful plan in the future.



The theoretical framework and research design have been designed in order to achieve the researcher objective. The positive significant relationship has been figured out between dependent variable which is Takaful selections with three independent variables which are awareness, knowledge and needs.

In conclusion, this research can help the students identify what are the pull factors in selecting Takaful. From that, people will be more ready to get Takaful as their insurance protection because Takaful has a high appeal for the system's strong principles of justice, transparency, wealth distribution leading to social compassion, and ecologically sustainable focus for producing economic activity. Customers need to have an awareness that Takaful does not encourage creating money out of money and thus prohibits benefits so that it is best for the public especially for Muslims. Knowledge also plays a role for a person to choose Takaful to avoid the misunderstanding of the Takaful principles. Takaful also a necessity for a person as it acts as a safety net that protects health, life and general insurance needs in case something bad happens in life that requires insurance as a financial protector.

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## APPENDIX A : GANTT CHART

Gantt Chart for Semester 6

No	Activities														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Briefing PPTA 1	■													
2	Project title selection		■												
3	Discussion with supervisor			■	■										
4	Report writing chapter 1			■	■	■									
5	Discussion with supervisor						■								
6	Report writing chapter 2						■	■	■						
7	Discussion with supervisor									■	■	■	■		
8	Report writing chapter 3									■	■	■	■	■	
9	Final report check													■	
10	Presentation														■

Gantt Chart for Semester 7

No	Activities														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Discussion with supervisor	■													
2	Questionnaire checked		■												
3	Distribute questionnaire to respondents			■	■	■	■	■	■						
4	Report writing chapter 4							■	■	■	■				
5	Discussion with supervisor								■	■	■				
6	Report writing chapter 5										■	■	■		
7	Discussion with supervisor										■	■			
8	Final report check										■	■	■		
9	Research paper and poster												■	■	■
10	Submit final report														■

## APPENDIX B : DRAFT OF QUESTIONNAIRE



### THE DETERMINANT FACTOR OF TAKAFUL SELECTION AMONG COMMUNITY IN KELANTAN

Assalamualaikum & Greetings to all.

Dear Respondents,

We are the final year students of the programme Bachelor of Business Administration (Islamic Banking and Finance) with Honour (SAB), Faculty of Business and Entrepreneurship (FEB), University Malaysia Kelantan (UMK). This questionnaire distributed as part of our final year project in order to conduct a research on The Determinant Factor of Takaful Selection Among Community in Kelantan.

The questionnaires will take about 5 to 8 minutes. All the information in this questionnaire will be kept confidential and used for academic purpose only. We would like to thank you for spending your time by giving kind cooperation and fair responds.

This survey was prepared by:

Ahmad Athif AIman Bin Mahadi

Ahmad Solehin Bin Ai'iri

Adilah Syahidah Binti Badruul Hisham

Aida Hazirah Binti Rosli

Part A/ Bahagian A: Demographic/ Demografik

Please tick (/) on the appropriate answer.  
Sila tandakan (/) pada jawapan yang  
sesuai.

1. Gender / Jantina

Male / Lelaki

Female / Perempuan


2. Age / Umur

19 - 30

31 - 35

36 - 40

41 - 45


3. Status / Status

Bachelor / Bujang

Married / Sudah berkahwin


4. Level and Education / Tahap Pendidikan

SPM

STPM / STAM / Matriculation

Diploma

Bachelor degree

Master Degree

Doctorate Degree (PHD)


5. Income / Pendapatan




RM1500 and below / RM1500 ke bawah

☐

RM1501 - RM3000

RM3001 - RM4500

RM4501 and above / RM4501 ke atas

Using the provided scale / Menggunakan skala yang disediakan:

**Statement**

Academic detailing is a useful form of education that aligns providers' prescribing behavior with evidence-based practice.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

**Part B / Bahagian B**

The selection of Takaful among community in Kelantan /  
Pemilihan Takaful dalam kalangan masyarakat di Kelantan

1. As a Muslim, I need to choose Takaful as my insurance. / 1 2 3 4 5

Sebagai seorang Muslim, saya perlu memilih Takaful sebagai insurans saya.

2. Non-Muslim can also choose Takaful as their selected insurance. / 1 2 3 4 5

Bukan Islam juga boleh memilih Takaful sebagai insurans pilihan mereka.

3. Takaful is the best selection of insurance. / 1 2 3 4 5

Takaful adalah pilihan insurans terbaik.

4. Takaful is easy to understand for community using. / 1 2 3 4 5

Takaful mudah difahami untuk kegunaan komuniti.

5. I trust on Takaful because it was following the Shariah compliance. / 1 2 3 4 5

Saya percaya pada Takaful kerana ia mengikut pematuhan Syariah.

Part C / Bahagian C

Awareness / Kesedaran

1. I have heard about Takaful. /  
Saya pernah mendengar tentang Takaful. 1 2 3 4 5
2. I have tried using Takaful before. /  
Saya telah mencuba menggunakan Takaful sebelum ini. 1 2 3 4 5
3. Takaful will be the one that come to my  
mind if people say about insurance. /  
Takaful akan menjadi yang terlintas di fikiran  
saya jika orang berkata tentang insurans. 1 2 3 4 5
4. Takaful is not just for Muslim only. /  
Takaful bukan hanya untuk Muslim sahaja. 1 2 3 4 5
5. Recommending Takaful to my friends and family. /  
Mengesyorkan Takaful kepada rakan dan keluarga saya. 1 2 3 4 5

Part C / Bahagian C

Knowledge/ Pengetahuan

1. I have enough knowledge about Takaful. /  
Saya mempunyai pengetahuan yang cukup tentang Takaful. 1 2 3 4 5
2. I know that Takaful are following Shariah compliance. / 1 2 3 4 5

Saya tahu bahawa Takaful mengikut pematuhan Syariah.

3. I know that Takaful does not apply interest (riba). / 1 2 3 4 5

Saya tahu Takaful tidak mengenakan faedah (riba).

4. I know that Takaful does not have gambling element (maysir). / 1 2 3 4 5

Saya tahu Takaful tidak ada unsur perjudian (maysir).

5. I have to share the knowledge of Takaful to friends or family. / 1 2 3 4 5

Saya perlu berkongsi ilmu Takaful kepada rakan atau keluarga.

#### Part C / Bahagian C

#### Needs/ Keperluan

1. I need Takaful as my insurance. / 1 2 3 4 5

Saya perlukan Takaful sebagai insurans saya.

2. Takaful needs to provide for the family in

the event of a disaster that requires financial insurance. / 1 2 3 4 5

Takaful perlu memberi perlindungan kepada keluarga  
sekiranya berlaku musibah yang memerlukan insurans kewangan.

3. I know that Takaful is based on the concept of each other (tabaru). / 1 2 3 4 5

Saya tahu Takaful adalah berdasarkan konsep antara satu sama lain (tabaru).

4. Participants need to support each other

for financial security in Takaful. / 1 2 3 4 5

Peserta perlu menyokong satu sama lain untuk

keselamatan kewangan dalam Takaful.

5. I know that brotherhood, unity and risk

sharing are the ideas of encouraging Takaful. /

Saya tahu bahawa persaudaraan, perpaduan dan

perkongsian risiko adalah idea menggalakkan Takaful.

1 2 3 4 5

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## TURNITIN REPORT

Final Report PPTA Group 1			
ORIGINALITY REPORT			
16%	11%	3%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	eprints.utar.edu.my Internet Source		1%
2	Submitted to University of Westminster Student Paper		1%
3	Submitted to Universiti Teknologi MARA Student Paper		1%
4	www.questionpro.com Internet Source		1%
5	Submitted to Universiti Malaysia Kelantan Student Paper		1%
6	Mendoza, John E.. "Trapezoid Body", Encyclopedia of Clinical Neuropsychology, 2011. Publication		1%
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8	Submitted to London School of Science & Technology Student Paper		<1%



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**UNIVERSITI MALAYSIA KELANTAN**

**BORANG KELULUSAN PENYERAHAN**

**LAPORAN AKHIR PROJEK PENYELIDIKAN TANPA JILID**

Kepada,  
Dekan,  
Fakulti Keusahawanan dan Perniagaan  
Universiti Malaysia Kelantan

**Kelulusan Penyerahan Draf Akhir Laporan Akhir Projek Penyelidikan Tahun Akhir Tanpa Jilid**

Saya, Prof Madya Dr Azwan Bin Abdullah penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

**Nama Pelajar:** Ahmad Athif Aiman Bin Mahadi **No Matrik:** A18A0016

**Tajuk Penyelidikan:**

The determinant factor of Takaful selesction among community in Kelantan

Sekian, terima kasih

Tandatangan Penyelia

Tarikh:



Universiti Malaysia  
KELANTAN

**REKOD PENGESAHAN PENYARINGAN TURNITIN**  
**VERIFICATION RECORD OF TURNITIN SCREENING**

Kod>Nama Kursus:

Code/ Course Name:

Sesi/Session:

Semester:

Nama Program/Name of Programme: SAK, SAB, SAL, SAR, SAP, SAH, SAW

Fakulti/Pusat/Faculty/Centre: Fakulti Keusahawanan Dan Perniagaan/

*Faculty of Entrepreneurship and Business*

**Pengesahan Penyaringan Plagiat/ Verification of Plagiarism Screening**

Saya Ahmad Athif Aiman Bin Mahadi (Nama), No.Matrik A18A0016 dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak .....%.

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Tajuk Kertas Kerja Penyelidikan/ The Tittle of Research Project Paper:-

**The determinant factor of Takaful selesction among community in Kelantan**

Tandatangan/Signature

.....

Nama Pelajar/Student Name: Ahmad Athif Aiman Bin Mahadi

No.Matrik/Matrix No:A18A0016

Tarikh/Date: **20 Januari 2022**

Pengesahan

Penyelia/Supervisor:

Tandatangan/Signature:

Tarikh/Date:



Student's Name: ADILAH SYAHIDAH BINTI BADRUL HISHAMMatric No. A18A0009Student's Name: AHMAD ATHIF AIMAN BIN MAHADIMatric No. A18A0016Student's Name: AIDA HAZIRAH BINTI ROSLIMatric No. A18A0029Student's Name: AHMAD SOLEHIN BIN AI'RIMatric No. A18A0025Name of Supervisor: PM DR AZWAN BIN ABDULLAH

Name of Programme: SAB

Research Topic: THE DETERMINANT FACTOR OF TAKAFUL SELECTION AMONG COMMUNITY IN KELANTAN

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	<b>Content (10 MARKS)</b> (Research objective and Research Methodology in accordance to comprehensive literature review)  Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good	____ x 1.25 (Max: 5)	

			topic.	topic.	researchable topic.		
2.	<b>Overall report format (5 MARKS)</b>	<b>Submit according to acquired format</b>	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)
		<b>Writing styles (clarity, expression of ideas and coherence)</b>	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)
		<b>Technicality (Grammar, theory, logic and reasoning)</b>	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)
		<b>Reference list (APA Format)</b>	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	____ x 0.25 (Max: 1)
		<b>Format organizing (cover page, spacing, alignment, format structure, etc.)</b>	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)

3.	<b>Research Findings and Discussion (20 MARKS)</b>	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)	
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)	
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)	
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	____ x 1 (Max: 4)	
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)	
4.	<b>Conclusion and Recommendations (15 MARKS)</b>	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)	
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)	
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)	
	<b>TOTAL (50 MARKS)</b>						